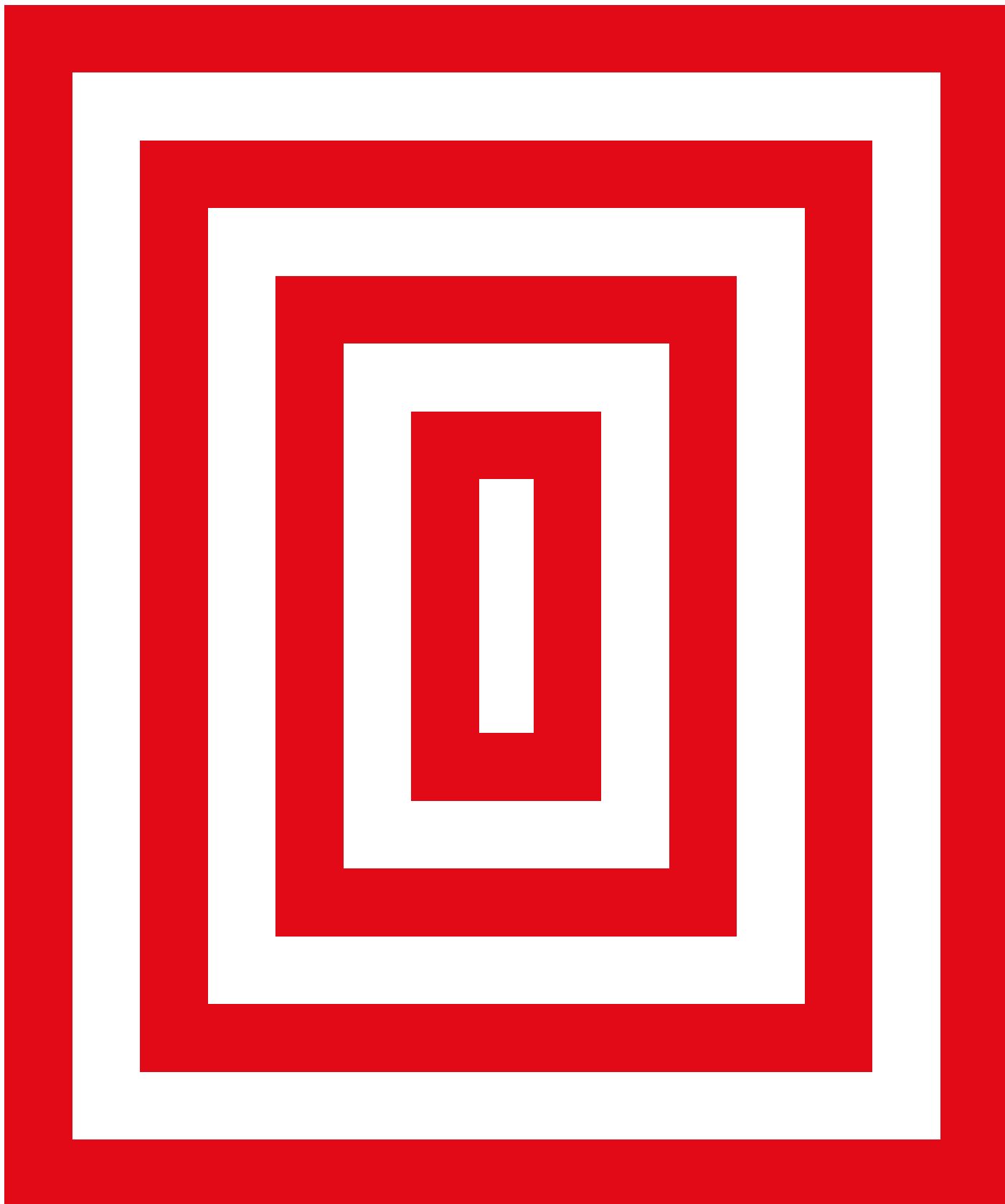


experimentadesign Lisboa/Amsterdam

PRESS-KIT MILANO 17TH APRIL 2008



experimentadesign Lisboa/Amsterdam

THE FIRST FOUR EDITIONS OF EXPERIMENTADESIGN TO DISCIPLINARY INTERSECTIONS IN AND AROUND DESIGN. THE NOTION OF MODUS OPERANDI – THE DESIGNER AND HIS/HER WORK – WAS THEMED BEYOND CONSUMPTION, AND SURVEYED WHO USE, CONSUME AND EXPERIENCE IT. THE THEME OF THE MEDIUM IS THE MATTER FOCUSED ON THE MEDIA BETWEEN CREATOR AND RECEIVER.

NOW, EXPERIMENTADESIGN HAS ENTERED A NEW STAGE. A CULTURAL BIENNALE TO TWO EUROPEAN CAPITALS, LISBOA AND AMSTERDAM, IN ALTERNATING YEARS.

AFTER AN INVITATION FROM THE AMSTERDAM CITY HALL IN THE NETHERLANDS AND BETWEEN THE CAPITALS OF BOTH PORTUGAL AND THE NETHERLANDS, THE BIENNALE IS NOW CALLED EXPERIMENTADESIGN – LISBOA/AMSTERDAM.

FOR THIS NEW STAGE WAS CREATED IN AMSTERDAM TO BE A STAGE AND DEVELOPED A SPECIAL COLLABORATION WITH DR. J. VAN DER WOUDE.

THE STRATEGIC PARTNERS OF EXPERIMENTADESIGN – THE PORTUGUESE MINISTRY OF CULTURE, THE PORTUGUESE CITY HALL OF LISBOA, THE CITY HALL OF AMSTERDAM AND THE DUTCH MINISTRY OF CULTURE.

OK PLACE IN LISBOA. IN 1999 THE BIENNALE EXPLORED
N. IN 2001, A SERIES OF EVENTS CRITICALLY EXPLORED
S CULTURAL AGENT. IN 2003, THE LISBOA BIENNALE
DESIGN CULTURE FROM THE POINT OF VIEW OF THOSE
OF EXPERIMENTADESIGN 2005 COMPLETED A CYCLE:
AND MATERIALS DESIGNERS USE TO BRIDGE THE GAP

GE, EXPANDING THE REACH OF ITS INTERNATIONAL
SBON AND AMSTERDAM, WITH EVENTS IN BOTH CITIES

ALL A COOPERATION BETWEEN PORTUGAL AND THE
H COUNTRIES WAS DEVELOPED AND THE BIENNALE IS
RDAM.

THE EXPERIMENTADESIGN AMSTERDAM FOUNDATION
OOG DESIGN, THE LOCAL PARTNER OF THE BIENNALE.

- LISBOA / AMSTERDAM ARE THE CITY HALL OF LISBON,
IGUESE MINISTRY OF ECONOMY AND INNOVATION, THE
OF FOREIGN AFFAIRS / PIEKEN DE DELTA.

THE CITY OF LISBON IS PROUD TO CONTINUE ITS SUPPORT TO THE BIENNALE EXPERIMENTADESIGN AND VERY ENTHUSIASTIC ABOUT THE PARTNERSHIP WITH AMSTERDAM.

EXPERIMENTADESIGN PROVED IT WAS ABLE TO BUILD UP IN LISBON AN INTERNATIONAL PLATFORM DEVOTED TO DISCUSS DESIGN AND ARCHITECTURE AND TO SHARE INFORMATION WITH A VERY EXCITING AND DYNAMIC AUDIENCE. THE BIENNALE'S CULTURAL PERSPECTIVE REALLY BROUGHT SOMETHING NEW TO THE INTERNATIONAL DESIGN SCENE AND IT MANAGES TO CHANGE LISBON'S LANDSCAPE EACH TIME IT HAPPENS.

DESIGN IS BECOMING MORE AND MORE A FUNDAMENTAL TOOL FOR THE 21ST CENTURY AND LISBON IS DEFINITELY INVESTING IN THIS FIELD. MORE AND MORE THE QUALITY OF CITIZENS LIFE IS CONNECTED WITH THE QUALITY OF DESIGN AND ARCHITECTURE OF THEIR CITIES AND COUNTRIES.

EXPERIMENTADESIGN BRINGS EXPERTISE AND DEBATE, PROMOTES DESIGN CULTURE AND CELEBRATES LISBON AND AMSTERDAM AS CITIES DEVOTED TO INNOVATION AND CREATIVITY.

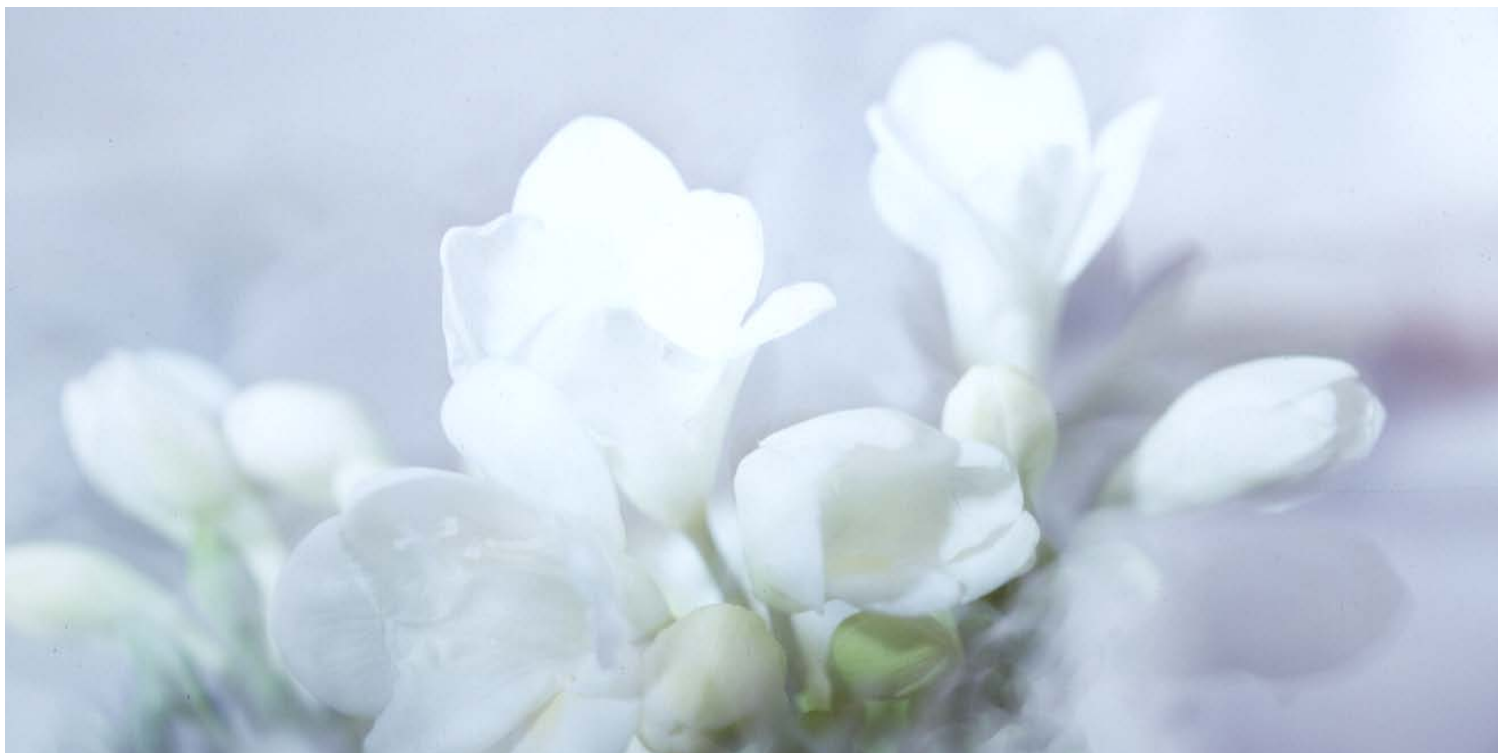
CITY HALL OF LISBON

THE CITY OF AMSTERDAM IS BRINGING THE EXPERIMENTADESIGN BIËNNALE TO THE NETHERLANDS, BECAUSE THE CONCEPTUAL APPROACH TO DESIGN OF THIS EVENT HAS INTERNATIONAL AUTHORITY AS WELL AS OFFERING A VERY VALUABLE CONTRIBUTION TO THE REGIONAL DEVELOPMENT OF THE DESIGN SECTOR.

OVER RECENT YEARS AMSTERDAM HAS BEEN PLAYING A BIGGER ROLE IN THE FIELD OF DESIGN. DESIGNERS AND OTHER CREATIVE WORKERS ARE ATTRACTED TO THE CITY BECAUSE OF ITS OPEN CHARACTER, DIVERSITY AND EASE OF LIVING. COMPANIES IN THE DESIGN, NEW MEDIA, GAMING, ARCHITECTURE, FASHION AND ADVERTISING SECTORS SEE AMSTERDAM AS AN ATTRACTIVE LOCATION. UP UNTIL NOW THERE WAS A LACK OF AN EVENT IN WHICH THE CITY COULD INFLUENCE DESIGN THINKING ON AN INTERNATIONAL SCALE. THE BIËNNALE WILL BE THE HIGHPOINT OF A CITY ALREADY ABLE TO COUNT TALENT SUCH AS DROOG AND MOOOI. CAROLIEN GEHRELS, COUNCILLOR FOR CULTURE FROM THE CITY OF AMSTERDAM 'WE ARE DELIGHTED THAT EXPERIMENTADESIGN IS COMING TO AMSTERDAM. THE BIËNNALE IS WELL SUITED TO THE CITY. BOTH OFFER THE CHANCE TO EXPERIMENT, EXPRESS CREATIVITY AND INVITE INTERACTION WITH THE SURROUNDINGS.'

CITY HALL OF AMSTERDAM

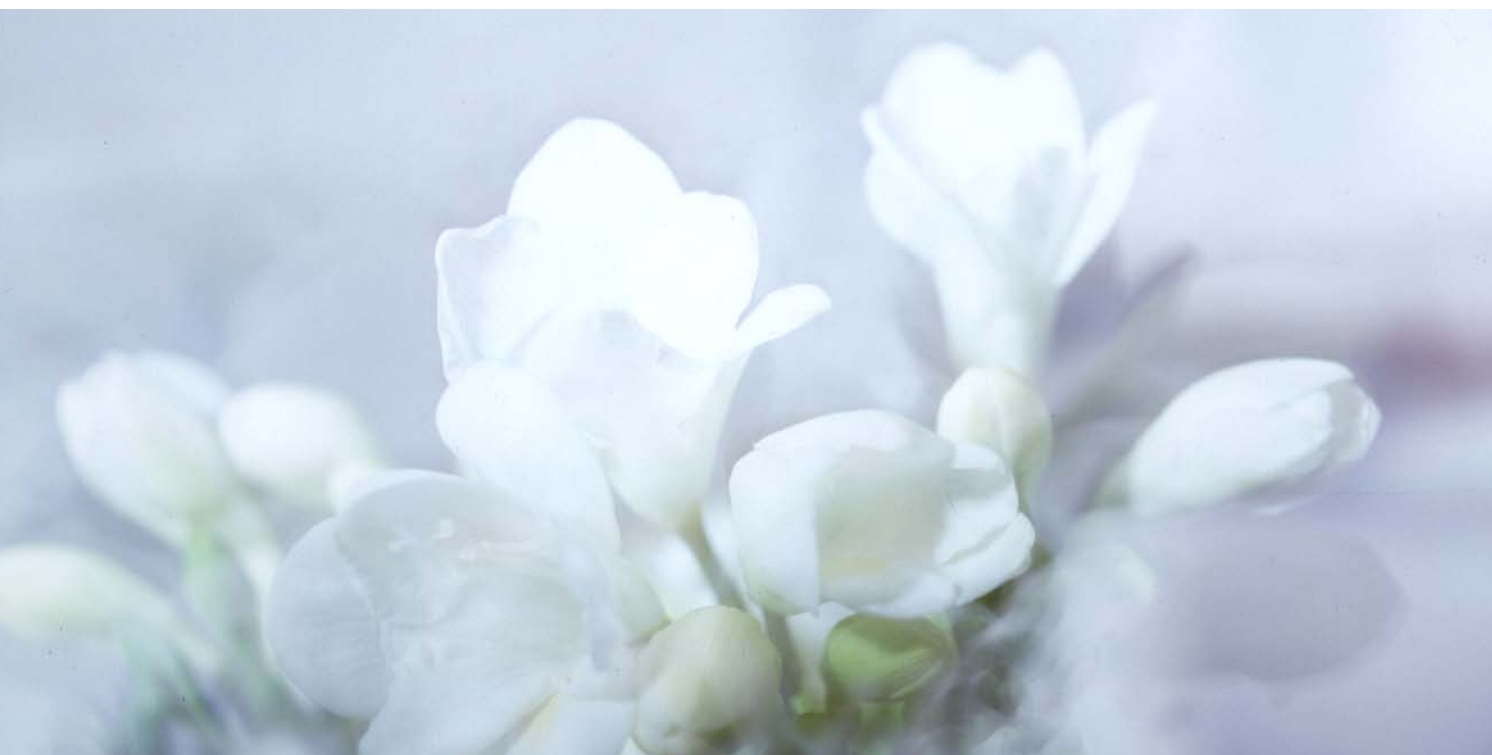
EXPERIMENTADESIGN
LISBOA/AMSTERDAM
CALENDAR 2008



EXPERIMENTADESIGN
LISBOA 2009
WARM-UP
5 - 7 SEPTEMBER

EXPERIMENTADESIGN
AMSTERDAM 2008
18 SEPTEMBER – 2 NOVEMBER

OPENING WEEK
18 – 21 SEPTEMBER



EXPERIMENTADESIGN

AMSTERDAM 2008

SPACE AND PLACE

18 SEPTEMBER – 2 NOVEMBER

OPENING WEEK 18 – 21 SEPTEMBER



ExperimentaDesign Amsterdam 2008 highlights urban culture as the playground for the global citizen. The world's cities are not only home to over half of the world's population, they are also a metaphor for today's cultures and a laboratory for new forms of conviviality and interaction.

ExperimentaDesign Amsterdam 2008 will present a dynamic variety of exhibitions, events and urban interventions around the theme of 'Space and Place - design for the urban landscape'.

The opening week of ExperimentaDesign Amsterdam 2008, from 18 to 21 September, will be the place to be for everyone interested in innovative urban design culture, when Amsterdam will launch an extensive programme of exhibitions, open talks, conferences and other events. Four days of lively international exchange of ideas and play.



SPACE AND PLACE - 2008'S THEME

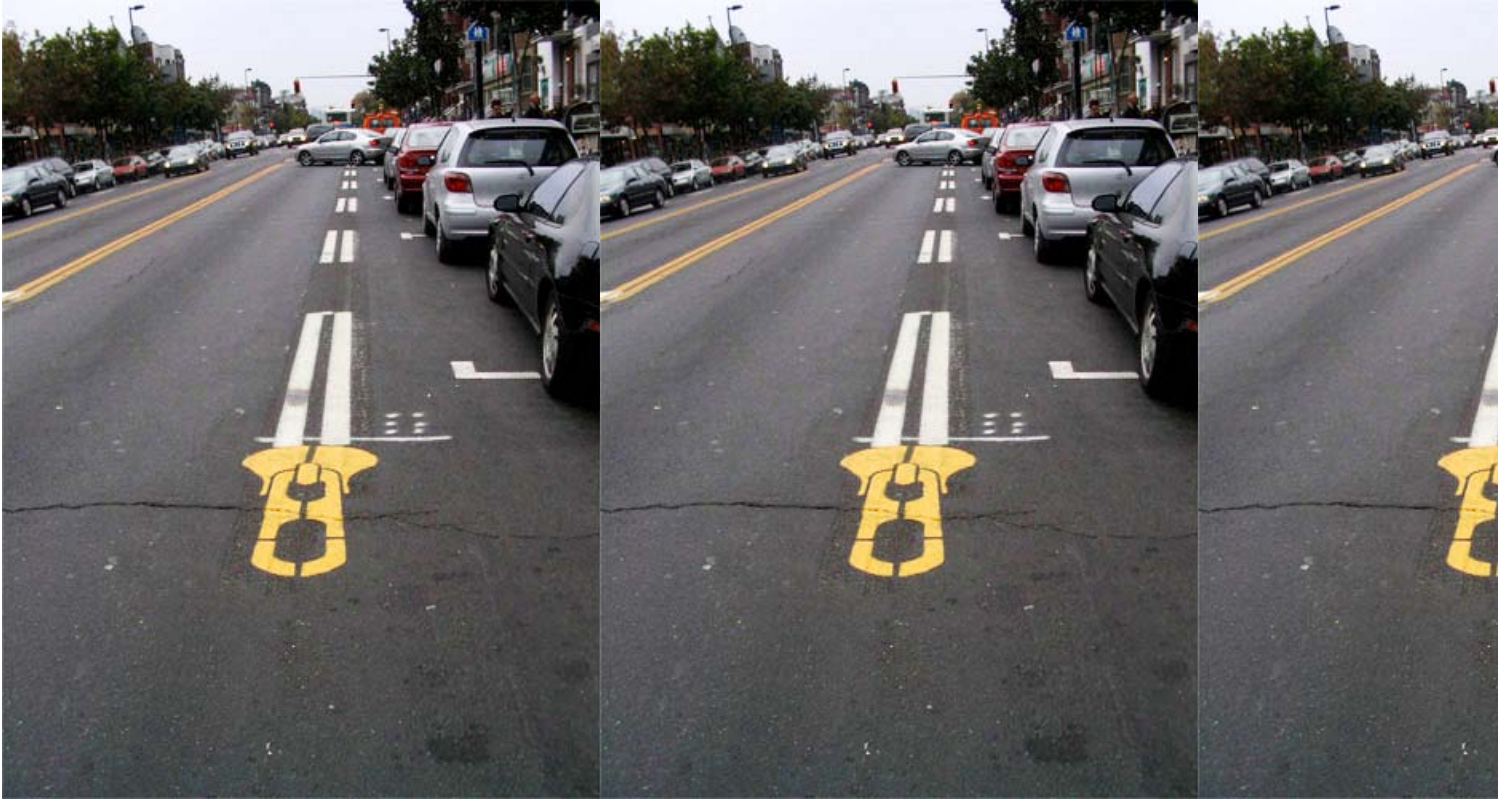
For the first time in history the earth's population is more urban than rural. This means that for most people on this planet, the city has become their natural habitat. When in this context we speak of growth and blossom, terrain and flow, or use other natural metaphors, we speak in fact of engineering, architecture and design. We talk about the city as a landscape, that we have created and continue to shape.

Shaping a place is as much about imagining it as it is about building. Look at a child playing and you can recognize an arch-instinct shared by all living beings. Stepping over an imaginary line, and closing a virtual door behind him, the child says: now I'm in my home. If he has only sticks and stones to play with, he will use these to demarcate the difference between inside and outside, between a place and its surrounding space.

In design for the urban landscape, such symbolism meets the existential needs of the city's inhabitants, who use it to define their habitat as a place to be. EXD Amsterdam 2008 will highlight the most recent strategies of enhancing public places within urban space. From informal interventions which reclaim the street as the place for conviviality and public interaction, to proposals by architects and designers to develop the city's public space as a playground for the next generations. Plus reflections on what defines a space as a place by an international range of cutting-edge designers.

EXD Amsterdam 2008 will bring together designers, architects and other creatives from all over the world to join their audiences in one of the finest urban playgrounds of all: the city of Amsterdam.

EXPERIMENTADESIGN AMSTERDAM 2008 PROGRAMME



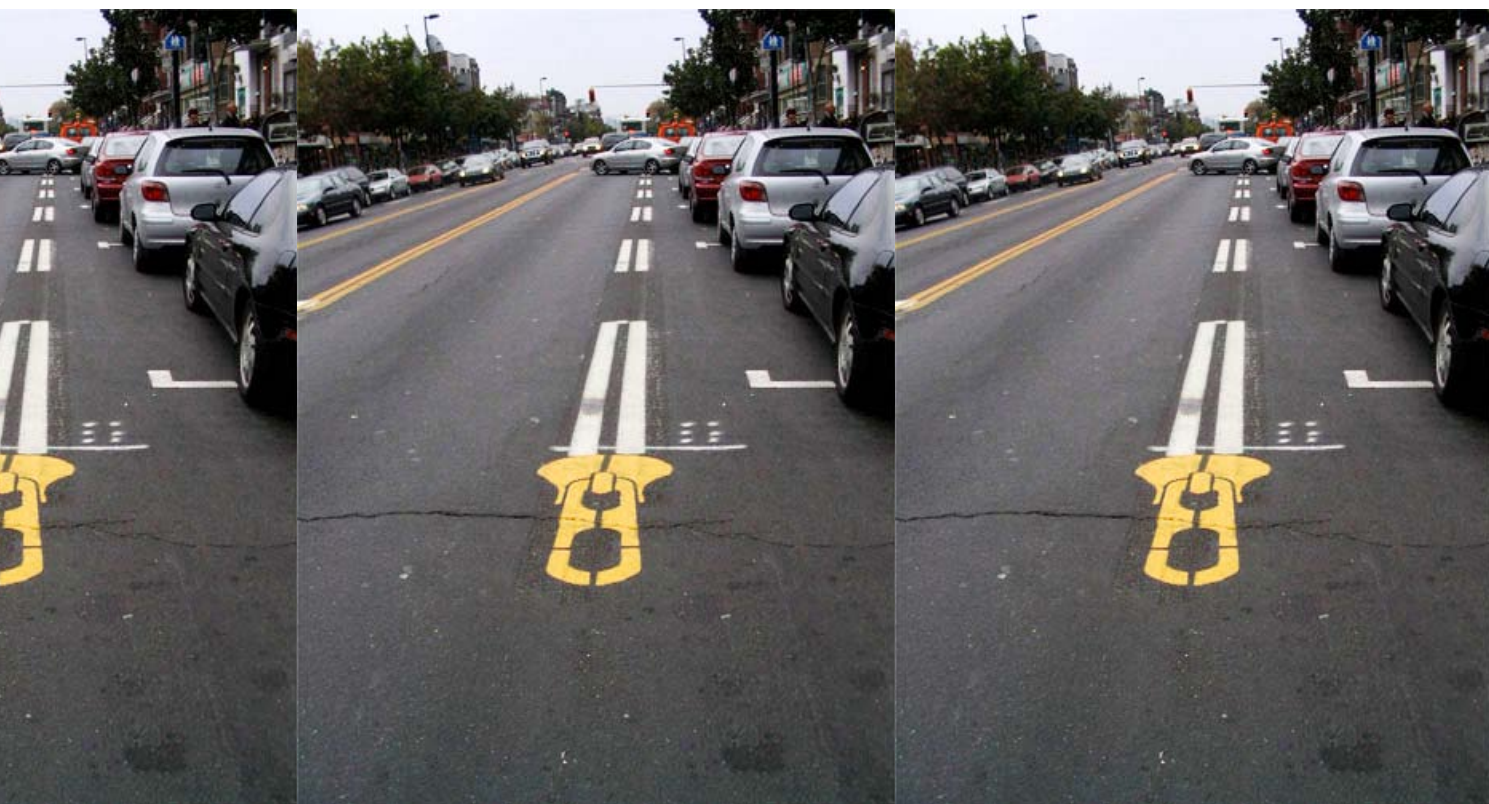
URBAN PLAY

ExperimentaDesign Amsterdam 2008 will feature the first presentation of Urban Play – Droog event 2

Throughout almost every major city in the world, individuals are taking the initiative to change their cities and make them more creative, interactive, personal and fun. From small interventions such as a series of stickers that turn the London Underground's Northern Line map into an interactive game to bold projects that transform chain-link fences in Chicago into public message boards, these actions fall outside of traditional notions of urban activity, and are

quickly relegated to the margins and labeled as subversive, underground, or even illegal.

Initiated by Droog Design and curated by Scott Burnham, Urban Play is an international project that believes this street-level inventiveness, energy and innovation is a window into a new form of creativity in the city. Following its Amsterdam launch, Urban Play will continue to other European cities and will feature its own Second Life metropolis for global creative interaction.



URBAN PLAY

EXHIBITION

*International unauthorized collaborations
and urban interventions*

The Urban Play exhibition will provide a global overview of urban design interventions done by the public, for the public. Some refer to the latest wave of urban creativity as guerrilla design, and others term it “3D Graffiti”, but however you call it, this is where creative expression in the streets becomes physical and is literally transforming cities around the world. The vast range of work on display represents uncommissioned and unauthorised collaborations at the intersection of street art and a new open-source urban design. Often dismissed as a form of vandalism, this latest wave of urban interventions is not only challenging the rules of engagement that govern public expression in the city, but is also changing the language of creativity in the city. The Urban Play exhibition is the definitive overview of the next wave of street art and the creative urban interventions that are literally transforming cities around the world.

URBAN PLAY

THE AMSTERDAM ROUTE

*New catalysts for public play
and interaction in the city*

Urban Play brings together some of the most innovative designers and architects from around the world to create 15 new interventions, tools, toys and objects for the city. Placed temporarily along a route on the central IJ-riverfront in Amsterdam, this collection of objects will encourage interaction and physical engagement by the public. So much lip-service is paid to the idea of the “creative city”, but when do we actually get to see it in action? Along the Urban Play route, inhabitants and visitors are invited to bring the sited objects to their next level, and thus realize the “creative city” themselves.

This experiment in urban design raises political and social questions for the city: How much tolerance does a city have for creative input by its citizens and for their direct involvement in its urban design? Does Urban Play ultimately become a period of amnesty for the city’s residents to play with and in the urban landscape?

EXPERIMENTA DESIGN AMSTERDAM 2008 PROGRAMME



COME TO MY PLACE EXHIBITION

Eight empty cells and eight forward-looking designers from different continents. Their brief: make this space into a place – make it feel like home. Come to my Place is a laboratory experiment reflecting on how we make a space our own by design. Apart from the given space, there is one other constraint: the designers are asked to collect half of the objects they will use from local building markets and hardware stores. To take advantage of the beauty of the banal; the sockets, the door handles, the standard lighting fittings that modestly adorn our houses, and reflect the aesthetics and sense of place of local cultures around the world.

Come to my Place is an essay on design as a key factor in providing “existential foothold”, the concept that man needs to arrange their public and private environment not merely to fulfill their basic needs, but as importantly: to realize themselves as cultural beings.



© Joana Vasconcelos, Meeting Point, 2000, Coleção Caixa Geral de Depósitos, photo: Rita Burmester

PLAYGROUND CITY EXHIBITION

Children will always find places and ways to play. But the city is not always a friendly environment for them. Playgrounds are needed, both to protect and facilitate playing children. Holland has a rich tradition of design in this area, with a world-famous architect like Aldo van Eyck, who designed 700 playgrounds during his career. The exhibition will collect examples of a wide range of “playable

urban environments”, from playgrounds to sports fields to schools from the Netherlands and abroad, and propose new approaches to make “blank spaces” in the city of Amsterdam into playable places. Such experimental interventions will expand the exhibition to a laboratory of connected places, where designers, students and children will develop the next generation of Playground City.

EXPERIMENTADESIGN AMSTERDAM 2008 PROGRAMME



AMSTERDAM CONFERENCES

This series of solo lectures during the Opening week mornings will present seasoned protagonists from the international fields of design, architecture and the various disciplines integrated within the Biennale's programme. The speakers are invited to connect their own practices to the themes of the Biennale in order to both broaden and deepen EXD's perspective.



OPEN TALKS

In keeping with a tradition of fostering critical debate and encouraging active participation, EXD Amsterdam 2008 will present a series of Open Talks during the Opening Week afternoons. In an informal setup, international experts and media professionals will be joined by the audience in discussing current matters, which arise from the theme of the Biennale as well as its underlying issues.

During Open Talks, moderators will introduce the theme of the afternoon, followed by a series of short interventions by invited speakers. After a short break, the moderators will lead the debate between the speakers, while invited 'agents provocateurs', members of the media and the audience are free to intervene.

EXPERIMENTADESIGN AMSTERDAM 2008 PROGRAMME



LOUNGING SPACE

The Biennale's lounging space will offer a dedicated meeting spot where the public can find information about ExperimentaDesign and the Biennale's programme. EXD Amsterdam 2008's most dynamic presence in the city will host a reception room, bar and conference area and some small exhibitions. This exploratory venue for informal events will also host a strategic programme of presentations and press conferences.



PARALLEL EVENTS

Reflecting and echoing the Biennale's theme, disciplines and areas of interest, a number of events will take place all over the city during EXD Amsterdam 2008. Independent artists, designers and cultural agents from different nationalities will share ExperimentaDesign's involvement with Amsterdam as an internationally acknowledged hotbed of new creative values and cutting-edge artistic practices. The Biennale welcomes the input of like-minded organizations and individuals and recognizes their relevance, which attests to the vitality of cultural production.

As in previous editions, the Biennale's programme included several initiatives in different formats, ranging from exhibitions and debates to urban interventions, conferences and workshops, held in emblematic venues scattered through the Dutch capital.

Dedicated to design, architecture and contemporary culture, ExperimentaDesign is a plural and inclusive event, an international platform that celebrates and promotes transdisciplinarity, critical reflection and creativity.

ABOUT
EXPERIMENTADESIGN
LISBOA 2009
WARM-UP
5 - 7 SEPTEMBER 2008



**EXPERIMENTADESIGN LISBOA 2009 WARM UP
PROGRAM**

The rebirth of ExperimentaDesign brings not only a new international dimension to the biennale but also some structural changes.

For the first time a new event, called EXD Warm UP, will happen in each city to launch and debate the theme of the next edition.

ExperimentaDesign Lisboa 2009 theme – It's About Time! – and the main event of the 3 Warm-up days in Lisbon is the exhibition “Peter Zumthor – Buildings and Projects 1986 – 2007”

FRIDAY, 5TH SEPTEMBER 2008
Workshops and Debates

SATURDAY 6TH SEPTEMBER 2008
18:00 Peter Zumthor Lecture
22:00 Opening of “Peter Zumthor – Buildings and Projects 1986 – 2007”

SUNDAY, 7TH SEPTEMBER 2008
Workshops and Debates

more info:
www.experimentadesign.pt



PETER ZUMTHOR

BUILDINGS AND PROJECTS 1986 – 2007

*with a film installation by
Nicole Six and Paul Petritsch*

This exhibition, developed by the Kunsthhaus Bregenz, covers Peter Zumthor's buildings and projects from 1986 to 2007. Being shown are materials on the design process, working drawings, models, and detailed plans, as well as a film installation by the artists Nicole Six and Paul Petritsch, which features almost all buildings completed during this period.

The exhibition starts out with various large-scale models, among them the model of the Kunsthhaus Bregenz, the Kolumba museum, and the Bruder Klaus chapel. The film installation is followed the final part of the exhibition presented as a kind of studio: materials and working models for projects and buildings lie spread out on long tables or displayed on pedestals. Peter Zumthor and Thomas Durisch, a longtime co-worker at Atelier Zumthor and curator for this part of the exhibition, are responsible for the selection

and presentation of the works. In this way, this part of the exhibition offers an insider's view of the architect's thinking and working methods. By contrast, the film installation, as an autonomous artistic work, affords a view from the outside, in particular of a selection of completed buildings.

This filmic form of cooperation between artists as the core concept of the exhibition was Peter Zumthor's express wish. Nicole Six and Paul Petritsch were proposed because their artistic approach is closely related to fundamental questions of architecture, in particular to the significance of space and time.

ExperimentaDesign was in the beginning of the development of this exhibition and its now presenting it for the first time after Bregenz as a leitmotiv and a starting point for ExperimentaDesign 2009 theme - It's About Time.

ABOUT EXD MILANO 2008 PRESENTATION



THONIK GUESTLOVE

ExperimentaDesign – Lisboa / Amsterdam introduced two projects in Milano 2008.

Guestlove, a site specific project created by the Dutch designers collective thonik (www.thonik.nl).

System 2k07, and industrial design project by the Portuguese designer Miguel Rios, presented with a performance created by Andre Murraças.

The set-up design of the show at Corso Monforte 15 was done by the Portuguese atelier Pedrita.



Milano's presentation was done
with the support of FLOS

MIGUEL RIOS DESIGN SYSTEM2K07

with a performance created by Andre Murraças

The System 2k07 undoubtedly represents the big challenge for the Miguel Rios Design office in 2008. It is a landmark in the evolution of a strategy defined in 2006, with the goal of presenting the office as an alternative of projectual and commercial development for a clothing line and smart & clever products. Presented in October 13th, 2007, at the Appleton Square gallery, in Lisbon - Portugal, the 1st edition of the project, integrated in the line System, features as leading figures the bag(s) System 2k07 and the Drizzle System protection system - two basic products springing from the concept of contextual and formal flexibility of the project, and the playful handling of constitutive components allowing in its use a multiplicity of alternatives.



© Luis de Barros

Besides encouraging individual expression, modularity and oriented construction represent the surplus value of the System 2k07, given that each user can adapt it to its needs and mobility, with the manipulation of an integrated product, in the perspective of a coordinate image. BOX, MINIBOX, LAPTOP, POCKET, PORTFOLIO and STREET, variations of the same kit, whose easy handling is mandatory in this typology of products. Also, the Drizzle System, besides being able to integrate the System 2k07, working as its first extension, is the fast optimal solution for individual protection. The possibility of incorporating / replacing other purposes, if so desired by any user, always within the concept of DIY - do it yourself, establishes a system in constant expansion, a work-in-progress project, in which new elements can integrate / replace older ones. The line System is, and always will be in its essence, an open system of design.

Miguel Rios lives and works in Lisbon. He obtained a Master in Design, from Domus Academy, in Milan, in 1993. Since then he kept developing his work as designer, consultant and has commissioned several exhibitions, focusing his attention on the topics of clothing as an object and its questionable evolution, towards a better rationalization and

adaptation of the individual to the technological environment he created.

Miguel Rios has been specializing in the subject of smart & clever products and I-wear - design and system integration, as well as in image and technical uniform design.

In 2003, alongside YDreams, an information technology company, and the Institute of Telecommunications, with whom he constitutes a consortium, Miguel Rios has won the first project for the European Space Agency (ESA), with the proposal of an intelligent uniform for firemen while fighting forest fires - I-Garment.

More recently, in 2005, his office won the contest for design conception and development of the new image to be applied to all types of uniforms of ANA, Aeroportos de Portugal, S.A., as well as having been, in July 2007, winner of the 1st award in the Design Contest for Individual Protection Equipment, promoted by the CITEVE Technological Centre, with the project Protect Urban Pro.

www.miguelriosdesign.eu

EXPERIMENTADESIGN AMSTERDAM 2008 PARTNERS



Gemeente Amsterdam



Ministerie van Economische Zaken



MINISTÉRIO DA CULTURA

MINISTÉRIO DA ECONOMIA E DA INOVAÇÃO



droog is Experimentadesign Amsterdam 2008 local partner.



I amsterdam®

EXPERIMENTADESIGN AMSTERDAM 2008 IS MADE POSSIBLE BY THE GENEROUS SUPPORT OF AND COLLABORATION WITH:

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Ministry of Economic Affairs/ Pieken in de Delta

Câmara Municipal de Lisboa
Ministério da Economia e Inovação
Turismo de Portugal
Ministério da Cultura

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Ymere

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Frame
Mark

Droog Design is Experimentadesign Amsterdam 2008 local partner.

ExperimentaDesign Amsterdam 2008 will take place during the '4 weeks of FreeDesignDom' in Amsterdam.

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ExperimentaDesign is the international Biennale devoted to the culture of design, architecture and creativity.

ExperimentaDesign positions itself as a forward-looking organization, analyzing and fostering modern culture, with a keen eye for reflection and experimentation.

ExperimentaDesign promotes the creation of laboratories, in collaboration with parties working internationally in order to develop strategic synergies between cultural agents from a great variety of creative fields.

ExperimentaDesign programs possibilities, challenges participants, crosses paths, questions, experiments, as much as it creates presentations and exhibitions.

ExperimentaDesign reflects on aesthetics, ethics, social cohesion, industry, sustainability and economy as much as it focuses on design and related disciplines.

ExperimentaDesign is about people and ideas, more than about products and markets. The programme is designed to provide insight and incentives, both to specialized and professional audiences and to a wider public less familiar with the intimate discourses of design.

experimentadesign is a cultural design biennale and a trade mark of the Portuguese association Experimenta – www.experimenta.pt

experimentadesign – Lisboa/Amsterdam is the result of a collaboration between Experimenta and ExperimentaDesign Amsterdam Foundation and between Lisboa, Portugal, Amsterdam and the Netherlands.

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