

EXPERIMENTA DESIGN 2003

BIENAL DE LISBOA / 17 SEPTEMBER / 02 NOVEMBER

"The latest European design biennale is obtaining worldwide acknowledgement thanks to the extreme professionalism of its organisers and thinkers. (...) As a unique regular event in the field of theoretical reflection on design, Experimenta already plays an essential role in the discovery of new forms to reposition design culture as a strategic balance point between economical capacity and cultural identity."

in **Modem - The International Design Reference Guide (Paris), 2003**

PRESS RELEASE #02

OFFICIAL: EXPERIMENTADESIGN IS THE LISBON BIENNALE

The non-profit association Experimenta is proud to announce that the Lisbon City Hall has unanimously approved, on last 29 January, the contract of financial co-partnership of experimentadesign2003. This contract grants experimentadesign the status of **Lisbon Biennale**.

This way, ExperimentaDesign Lisbon Biennale becomes part of the group of international events with a dynamic intrinsically connected to the city that welcomes them, like the Venice Biennale, the São Paulo Biennale, the Documenta Kassel, the Berlin Festival or the Sonar in Barcelona.

Considering that this is an event unique in its kind in Portugal, the City Hall of Lisbon assumes that ExperimentaDesign Lisbon Biennale is "an important drive for the motivation of the Portuguese and international audiences and for the integration and positioning of Lisbon and the country in the international cultural artistic scene".

The equally important announcement of the third edition's **application approval** for the **Operational Programme for Culture**, made on 28 February, joins the acknowledgement of ExperimentaDesign as Lisbon Biennale.

ExperimentaDesign Lisbon Biennale has also maintained the status of **Superior Cultural Interest Project**, under the **Law of Patronage**.

Finally, one can also mention that ExperimentaDesign Lisbon Biennale is proud to have obtained the **High Patronage of the President of the Republic, Jorge Sampaio**.

The national presentation of the theme and programme of **Experimentadesign2003** will take place on 29 April, with the presence of the **Minister for Culture, Pedro Roseta** and the **Councillor for Culture of the Lisbon City Hall, Maria Manuel Pinto Barbosa**.

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EXTRACTS FROM THE "CONTRACT OF CONCESSION AND FINANCIAL CO-PARTNERSHIP BETWEEN THE CITY HALL OF LISBON AND EXPERIMENTA DESIGN PROMOTION & CONTEMPORARY CULTURAL ASSOCIATION":

1. Considering that the cultural positioning of cities and countries is constructed through a multiplicity of events and displays promoted both by creators, public and private agents and institutions, and by the ability to project those events and displays, and also by the extent of obtained intervention;
2. Considering that Lisbon has been integrating the international cultural scene through the quality of the programming it proposes and the interest that the Portuguese design and artistic creation have been rousing abroad;
3. Considering that a great event in the area of design, artistic creation and contemporary culture, which, by its novelty and opportunity, can place Lisbon and Portugal in the map of the most intervening European artistic scene;
4. Considering that EXPERIMENTA is responsible for the biennial conception and production of an event called ExperimentaDesign which contemplates, in a multidisciplinary and transverse form, the areas of industrial design, architecture, fashion design, multimedia design, set design, and the new media, among others;
5. Considering that design, artistic creation and the promoting capacities in Portugal are passing through a period of undoubted projection;
6. Considering that there is in Portugal no other regular event dedicated to the multiplicity of disciplines and practices of emerging creative work – due to a reality that tends to dilute frontiers and provide new and unknown combinations of artistic and project forms;
7. Considering that the existence of such an event will be an important drive for the motivation of the Portuguese and international audiences and for the integration and positioning of Lisbon and the country in the international cultural and artistic scene;
8. Considering the technical and artistic capacities revealed by EXPERIMENTA in the execution and development, with remarkable and acknowledged success, of the two previous editions of the Biennale, in 1999 and 2001;
9. Considering that the event ExperimentaDesign, besides the pedagogical component, also aims to stimulate the development of Portuguese design connections to industry and to promote its projection at an international level;
10. Considering that this event has an institutional framework through the participation of municipal, state and European capitals, which increases the international projection of the image of the country, and Lisbon in particular, in the framework of the necessary positioning of national creativity in the European and international context;
11. Considering that both parts understand that a mutual collaboration and consequent creation of synergies and convergence of actions is fruitful for the goal that both seek to achieve;

FIRST

(Object of the Contract)

The object of the present contract is the concession of a financial co-partnership of the City Hall of Lisbon, destined to co-finance the project ExperimentaDesign2003 – Lisbon Biennale.

SECOND

(Objectives of the Contract)

The project mentioned in the first clause has the following objectives:

1. To produce an event of international character centred in the area of design and contemporary artistic and cultural creation, located in Lisbon, and which materialises as a group of events, namely exhibitions, conferences, shows and training actions, on the present production in the fields of art and design, both national and international;
2. To promote design and the Portuguese artistic creation;
3. To create an event destined to the general public, which acts as a stimulus and assumes a pedagogical function;
4. To construct, in Lisbon, an international platform of discussion and reflection on contemporary design, art and culture;
5. To create in Lisbon international work laboratories in the areas of cultural, artistic and design production;
6. To establish progressively in Portugal, and particularly in Lisbon, a regular event in the cultural area, fundamental to the development of every country;
7. To rediscover and reuse the cultural patrimony of the Portuguese capital, through the placement of the project in several existing spaces in the city;
8. To promote technical, professional and artistic training of the participating teams and creators, bearing in mind its pertinence for the goals to achieve.