



Ian Anderson joins Creative Team of ExperimentaDesign Lisboa 2009

Communication design heavyweight Ian Anderson of Designers Republic fame is the latest prominent addition to the Biennale's roster of leading collaborators and contributors. Ian Anderson will undertake the Creative Direction of the upcoming Biennale's communication, set to take place in the Portuguese capital from 9 September to 8 November '09 and themed "It's About Time".

EXD'09 marks the tenth anniversary, an occasion to re-think and reinforce ExperimentaDesign's position in the international discourses of design and creativity, with alternating Biennales in Lisbon and Amsterdam. Ian Anderson's contribution will be instrumental for our new communication strategy, focused on involving designers and critics around the world in our engagement with design's social and cultural dimensions.

Ian Anderson's long-standing relation with ExperimentaDesign has been one of mutual interest and growing proximity. A participant in 2 previous editions in Lisbon – EXD'01 and '03 – he was most recently a guest speaker at the "Amsterdam Conferences", one of the highpoints of the Biennale's début in the Dutch capital in September 2008.

With a sound understanding of ExperimentaDesign as a multidisciplinary platform for creative practice, reflection and discussion, Ian Anderson will contribute a much-valued and keenly critical perspective. ExperimentaDesign's Director Guta Moura Guedes states: "We invited Ian for his creative daring and his strategic insight, which are both essential to the Biennale's new challenges and dynamics."

Ian Anderson is a household name in the field of design and visual communication. A self-taught, self-motivated creative agent, he was involved in the Sheffield music and arts scene during his college years, as the city morphed from "steel capital" and cultural backwater to a thriving alternative creative hub vis-à-vis the London establishment. Following a period of diversified design practice, Ian founded The Designers Republic (TDR) on 14 July 1986 as a universal declaration of independence from mid-80s mediocre blandness. TDR has since established a reputation for cutting edge, idea-sparked, Brain Aided Design™ fuelled by their trademark triple-A: Attitude, Approach and Application. Searching out new challenges, TDR moved from the outsider comfort zone into the corporate arena, working as branding and strategic consultants in the regeneration of Sheffield, as well as developing global (re)branding for major corporations and institutional clients.



In recent years, Ian has lectured worldwide to over 65,000 people. He has also been active as tutor, external examiner, juror and advisor in several design projects and academic programs. But he still designs and djs. TDR's book Yes? / No!™ (aka Thinking & Doing™ & Brain Aided Design™) is in the works.

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