



**Trienal de Arquitectura
de Lisboa, 2016**

When communication starts?



When communication starts?



Starts with



THE
FORM
OF
FORM

Starts with

The choice of the designers:



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Starts with

The choice of the designers:

—Strong identity linked to the theme

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Starts with

The choice of the designers:

- Strong identity linked to the theme
- Versatile

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Starts with



The choice of the designers:

- Strong identity linked to the theme
- Versatile
- Engaging message/ recognition

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The Design the programme



The Design the programme

—Strong title



The Design the programme

—Strong title



The Design the programme

- Strong title
- Benefit from public and official recognition



The Design the programme

- Strong title
- Benefit from public and official recognition
- Define key moments

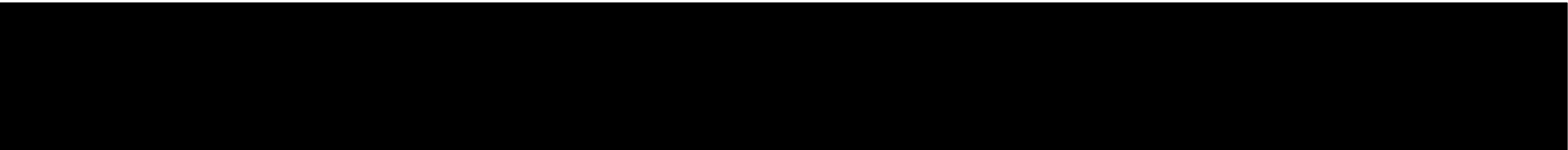
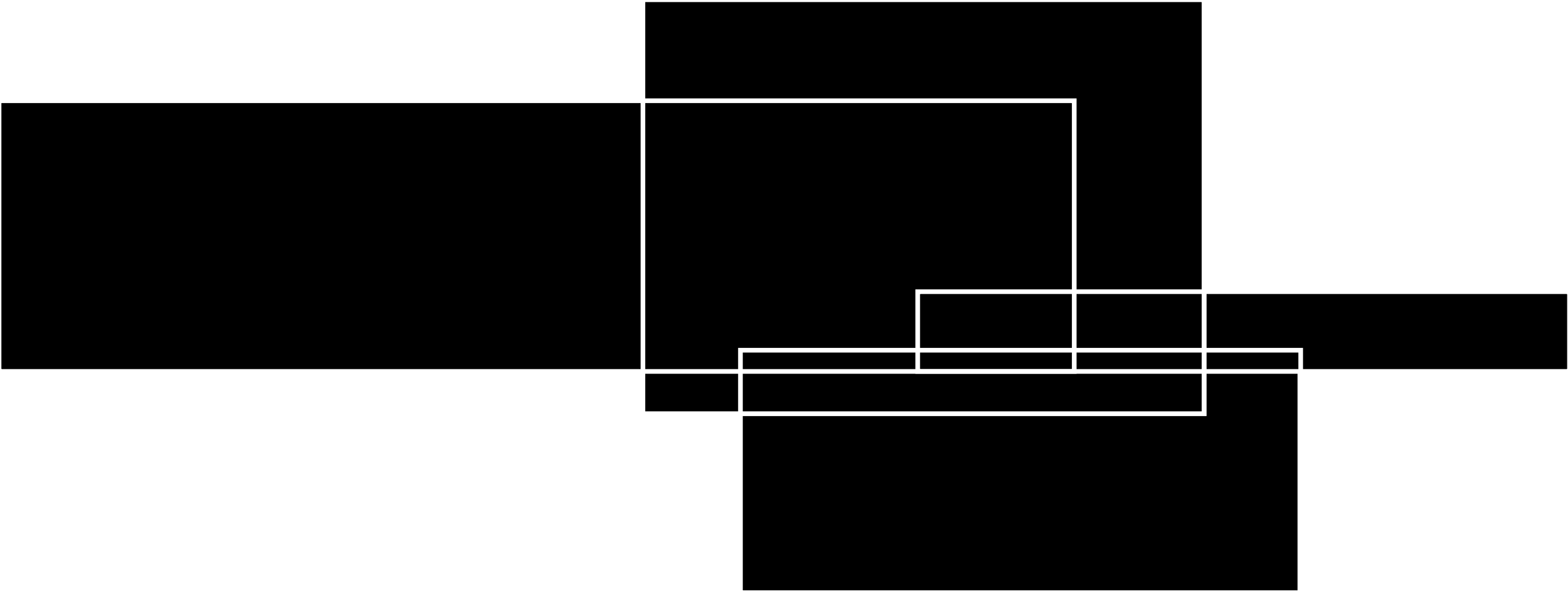


The Design the programme

- Strong title
- Benefit from public and official recognition
- Define key moments

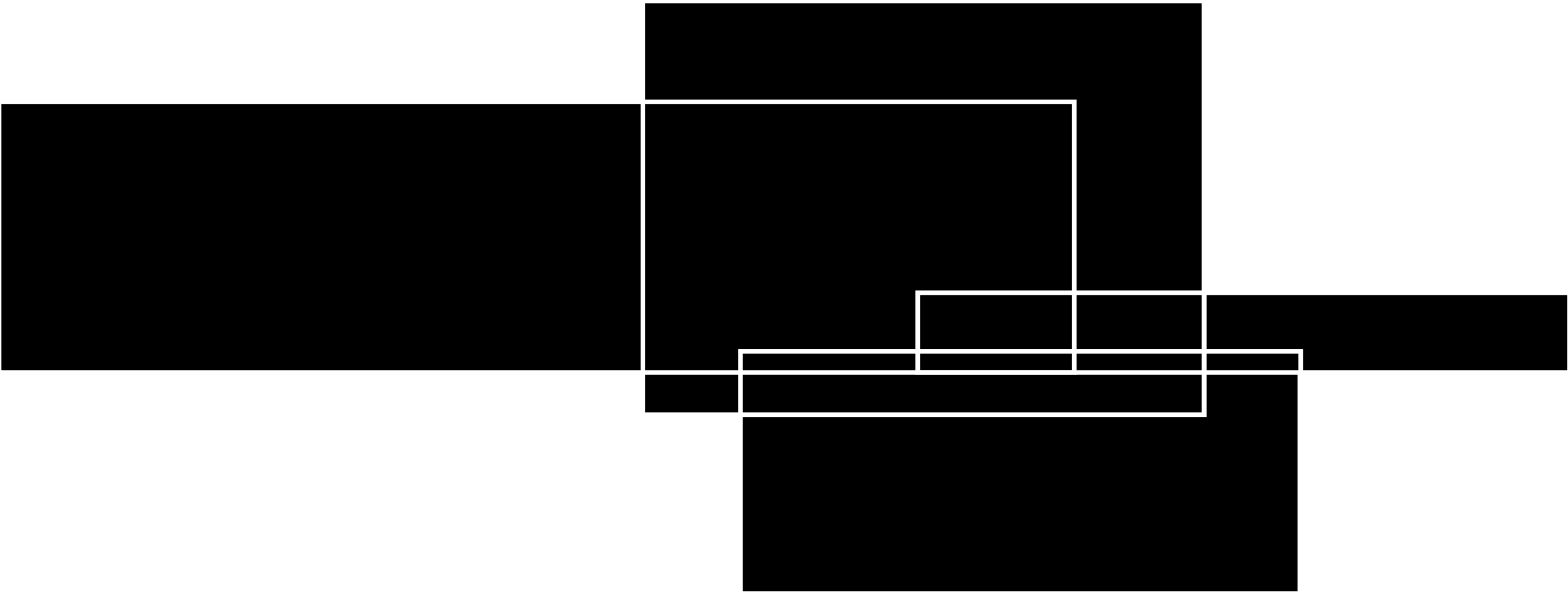


Lisbon Triennale's communication is based on



Lisbon Triennale’s communication is based on

—Broad audience reaches



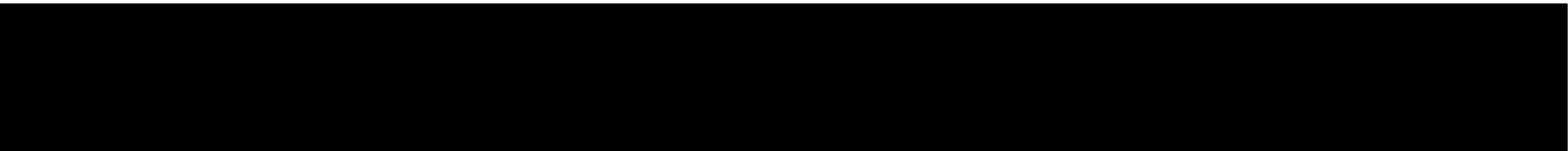
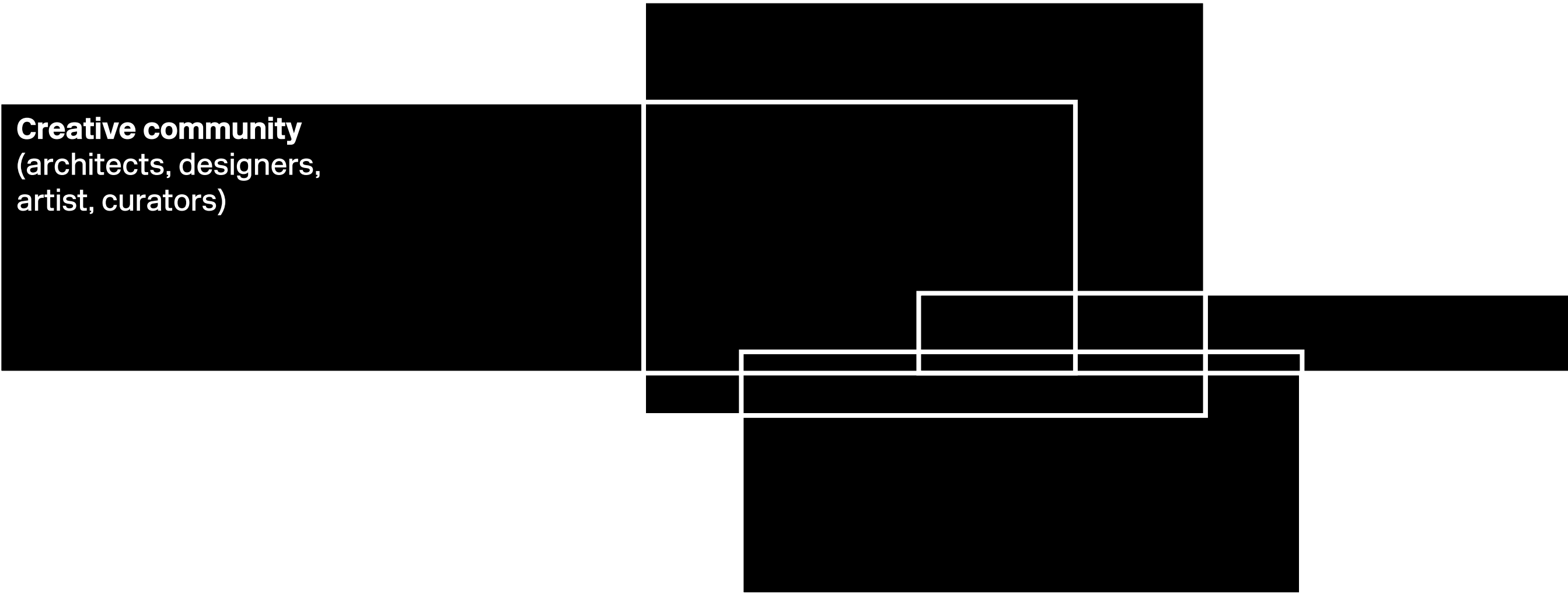
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General Public

Lisbon Triennale’s communication is based on



- Broad audience reaches
- Targeted

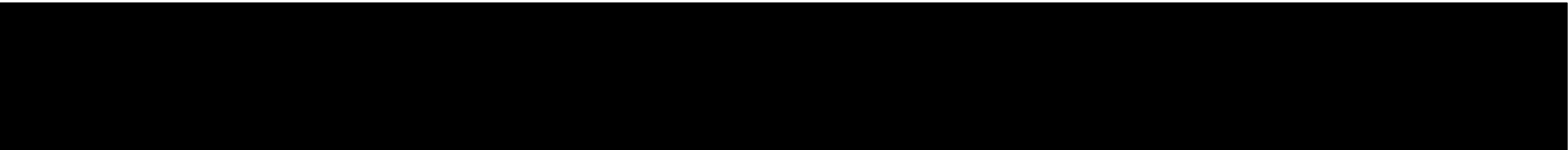
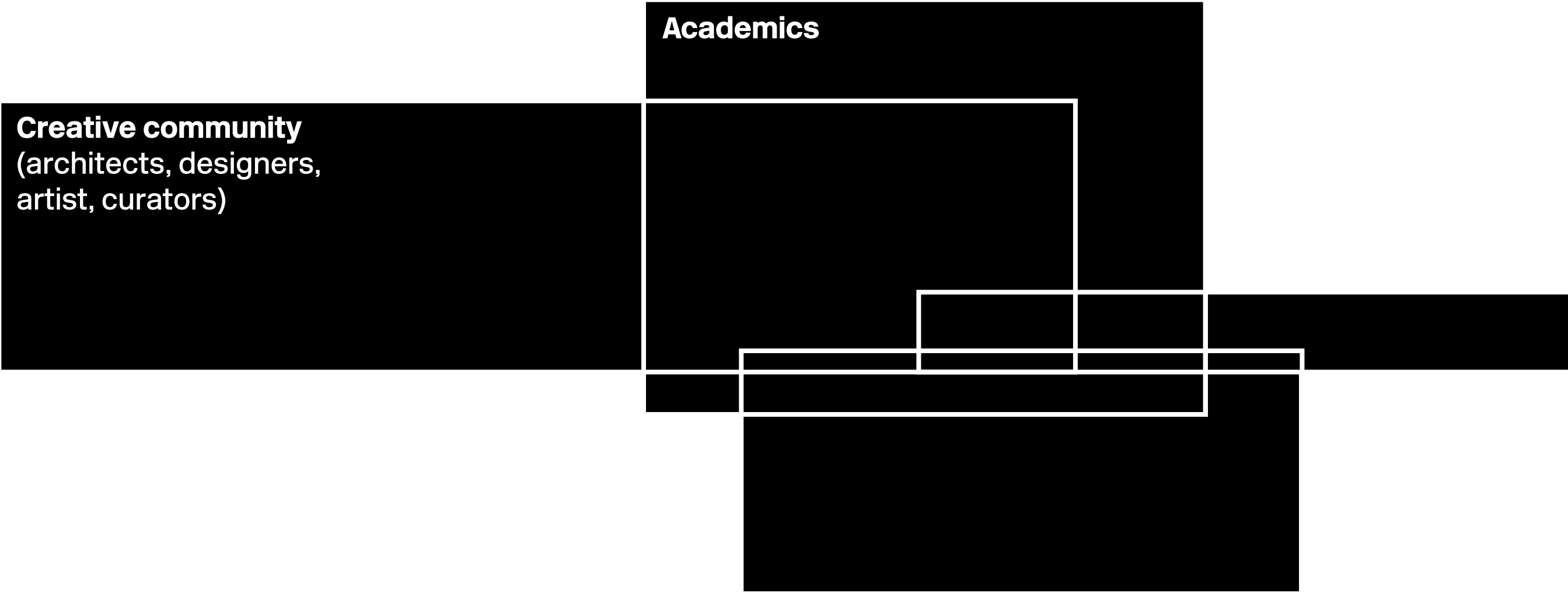


General Public

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- Broad audience reaches
- Targeted



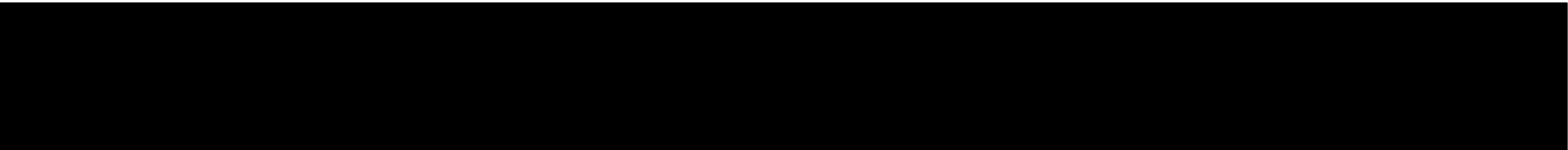
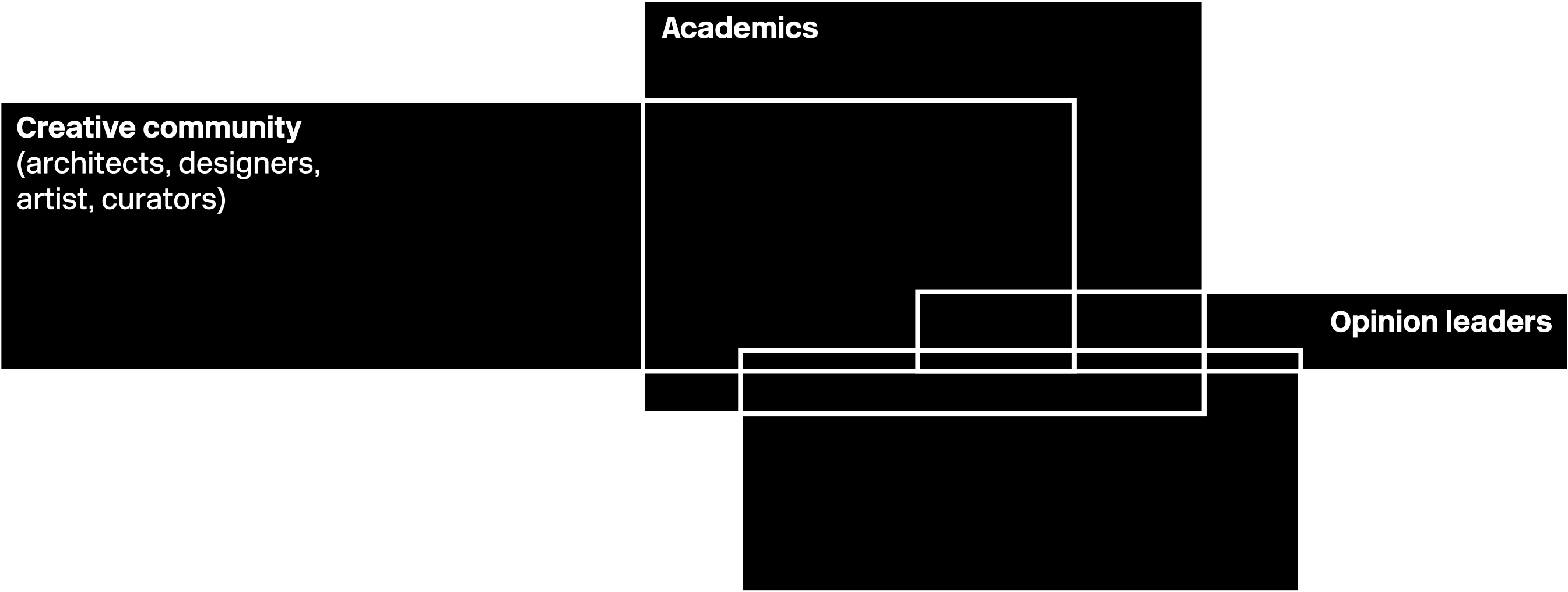
General Public



Lisbon Triennale’s communication is based on



- Broad audience reaches
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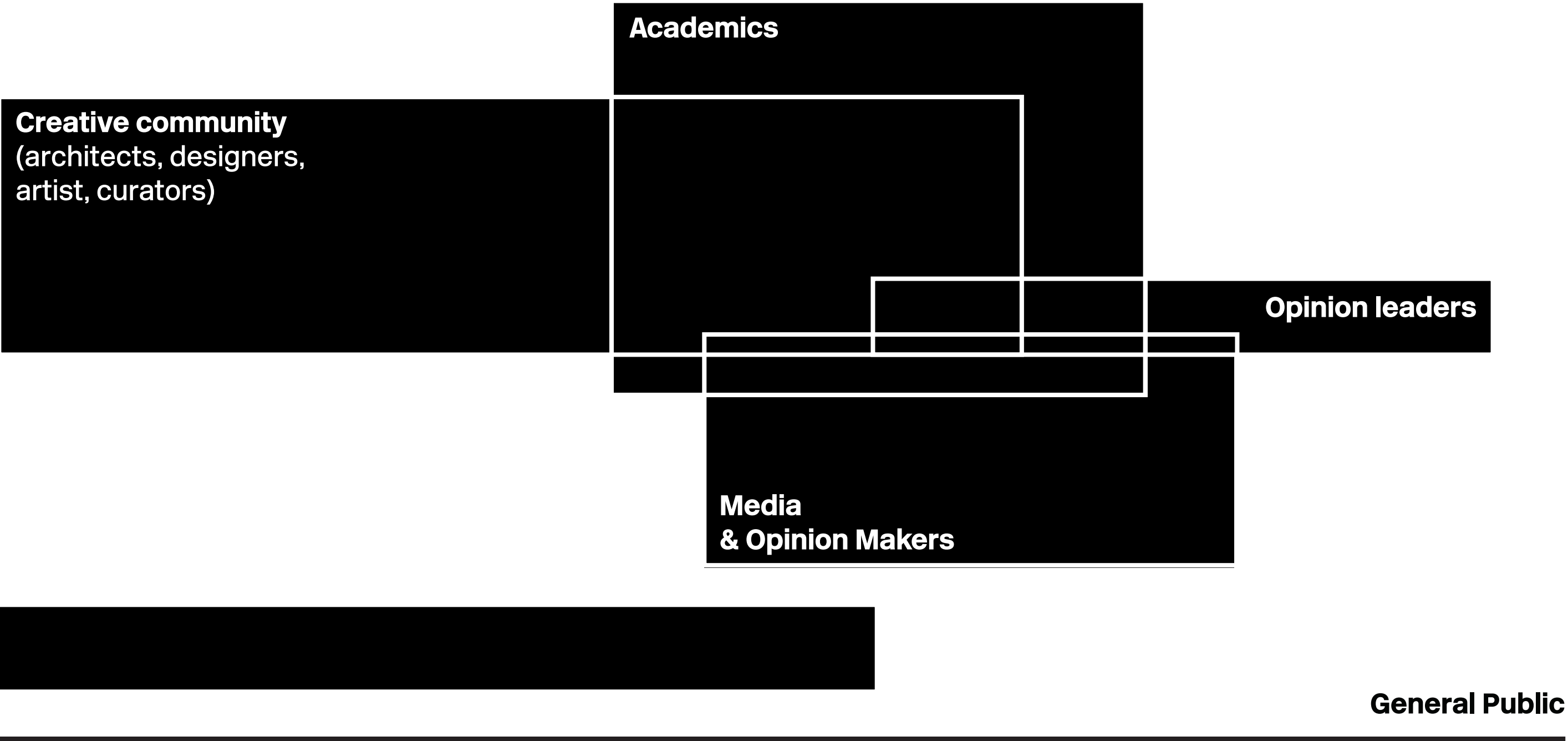
General Public



Lisbon Triennale’s communication is based on



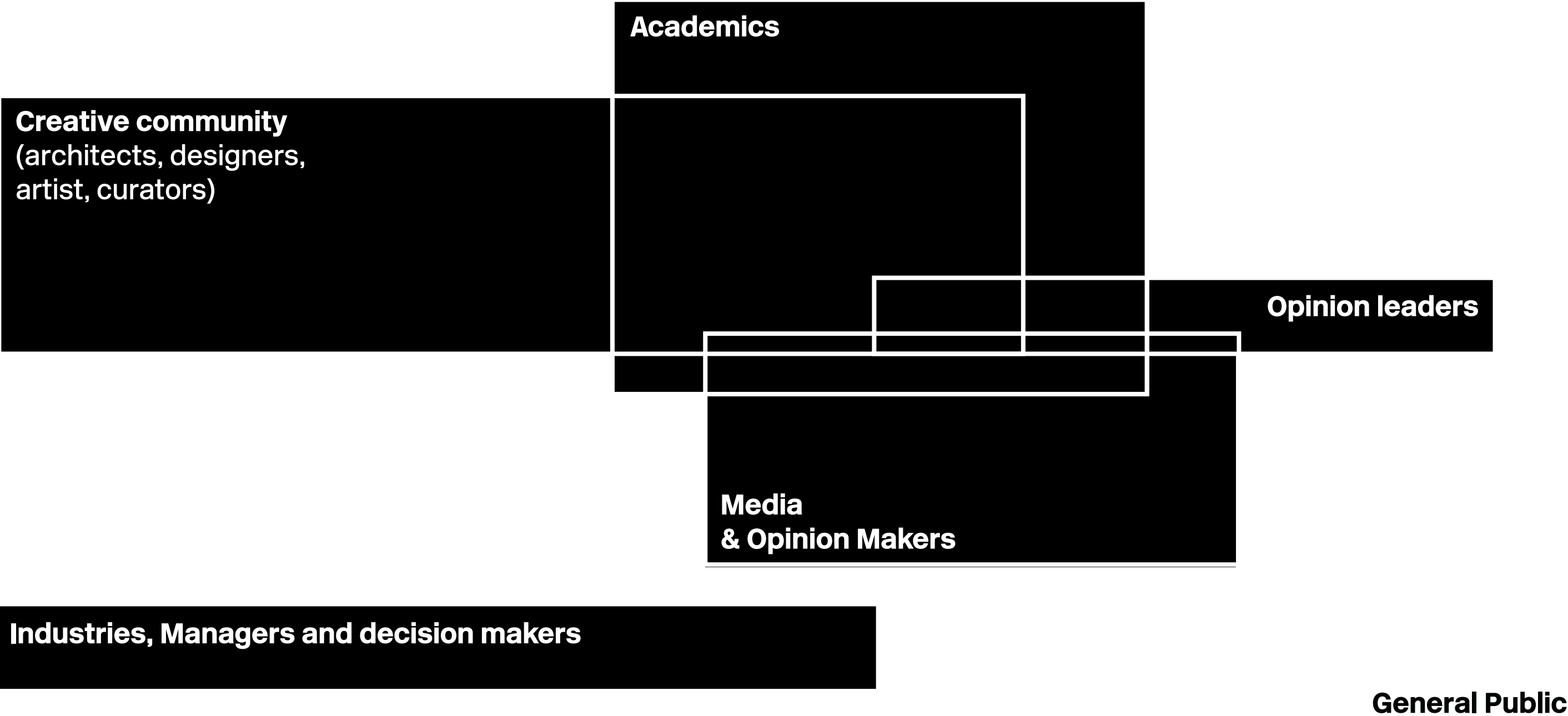
- Broad audience reaches
- Targeted



Lisbon Triennale's communication is based on



- Broad audience reaches
- Targeted



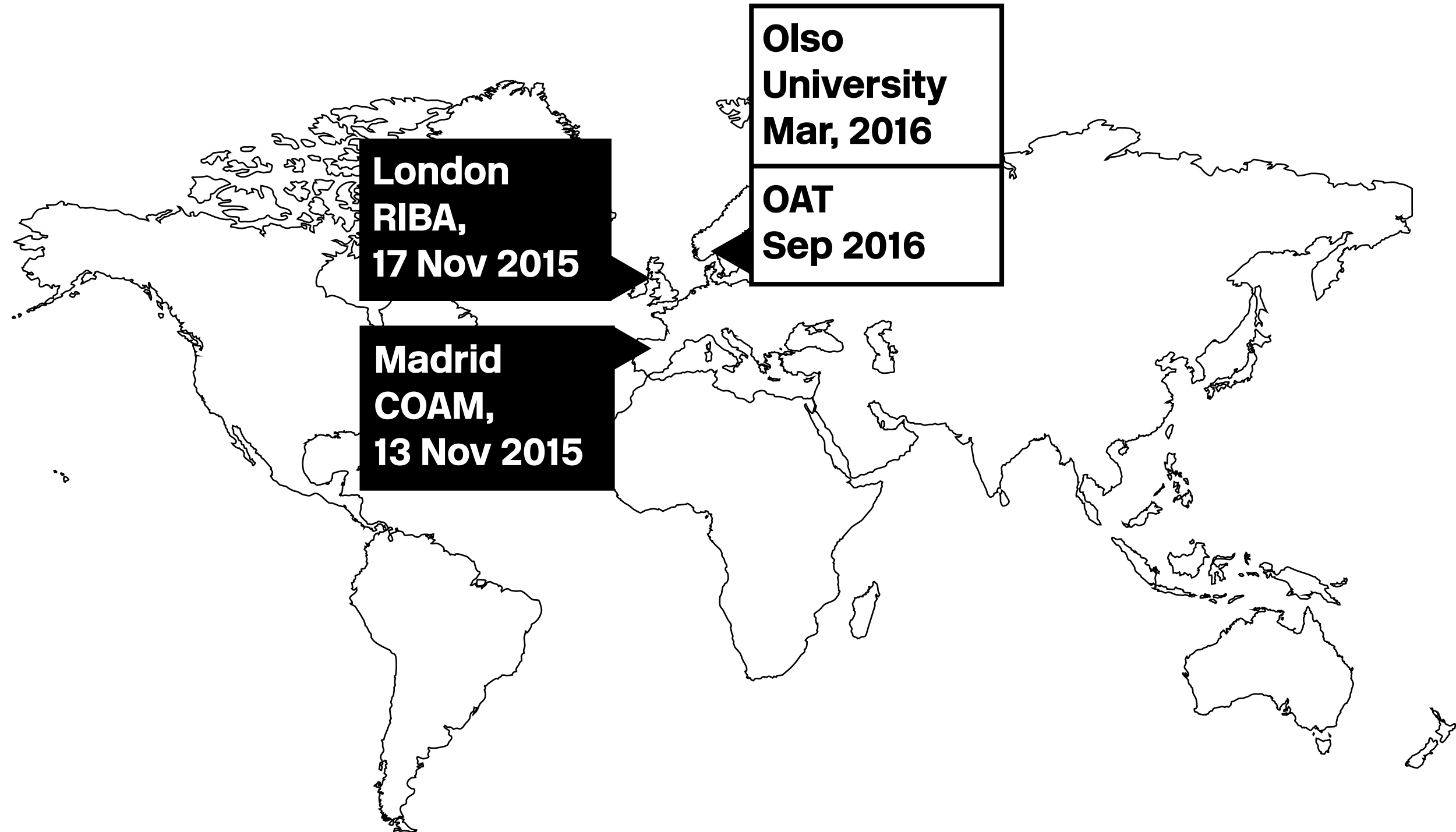
Develop PR events promoting internationally the Triennale



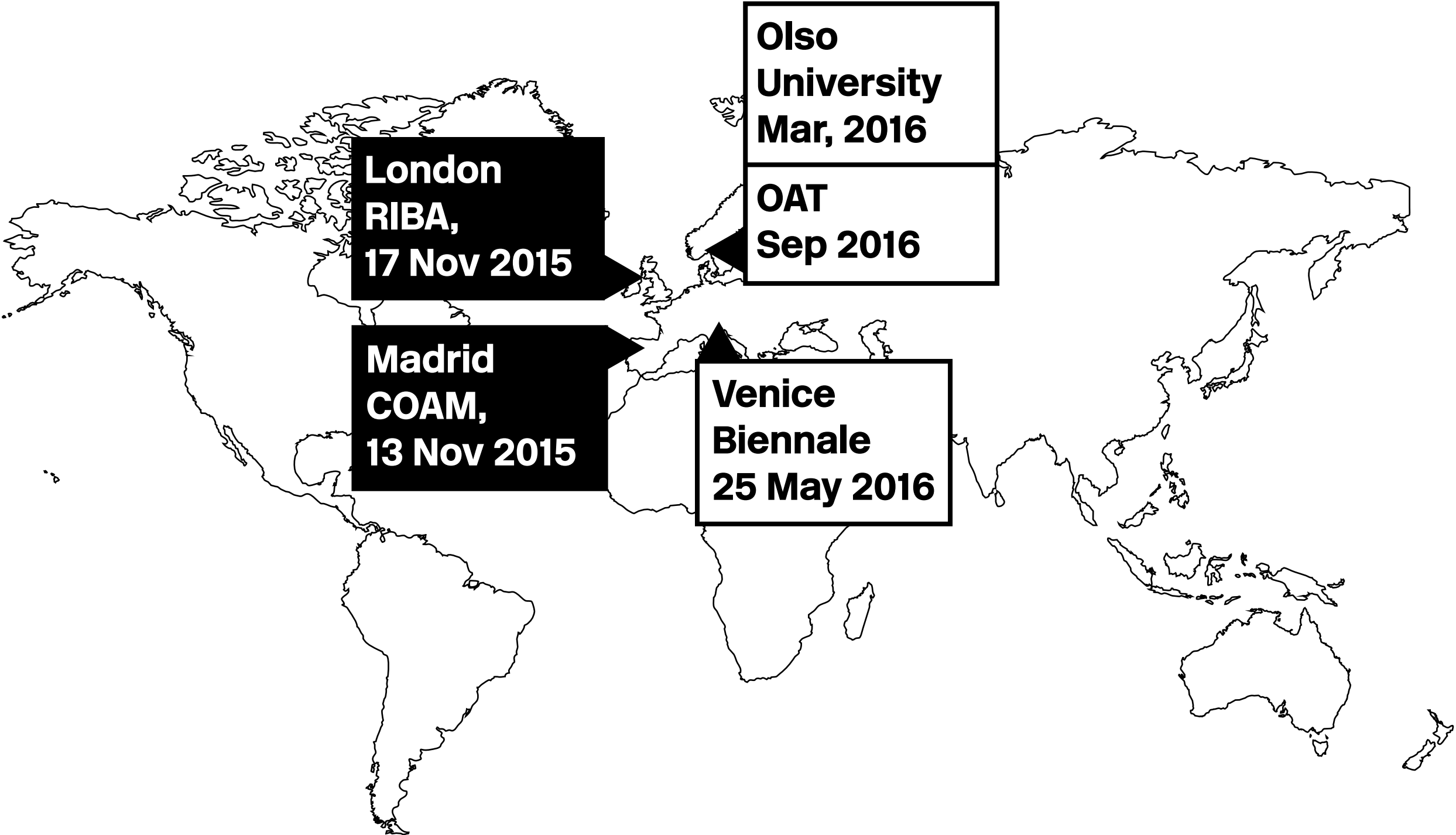
Develop PR events promoting internationally the Triennale



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Activate and nourish a strong Network



Activate and nourish a strong Network



Public Funding

Activate and nourish a strong Network



Public Funding



Activate and nourish a strong Network



Public Funding



Cultural Institutions

Activate and nourish a strong Network



Public Funding



Cultural Institutions



Activate and nourish a strong Network



Public Funding



Cultural Institutions



Private sponsoring

Activate and nourish a strong Network



Public Funding



Cultural Institutions



Private sponsoring



International Funds

Activate and nourish a strong Network



International Funds

GRAHAM FOUNDATION

Future Architecture
Platform Member

 Co-funded by the
Creative Europe Programme
of the European Union

 BRITISH
COUNCIL

 GOETHE
INSTITUT

AC/E
*Acción Cultural
Española*

swiss arts council
prohelvetia

**INSTITUT
FRANÇAIS**

FUNDAÇÃO
LUSO-AMERICANA
PARA O DESENVOLVIMENTO

The Editorial coverage as a key factor

- Nationally & Internationally
- Specialized and non-specialized
- Establishing media partnerships



Media

The Editorial coverage as a key factor

- Nationally & Internationally
- Specialized and non-specialized
- Establishing media partnerships

Media


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NEWSPAPER

A10
new European
architecture


RÁDIO E TELEVISÃO DE PORTUGAL


CRNA L180.PT

arqa
ARQUITECTURA E ARTE

DAMNº
A MAGAZINE ON CONTEMPORARY CULTURE

DAZED SCOUT24

QUADERNS

uncube

Volume

bd

Participants as ambassadors of the event

- Echoing the message on social network



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- Echoing the message on social network
- Present the research at Universities

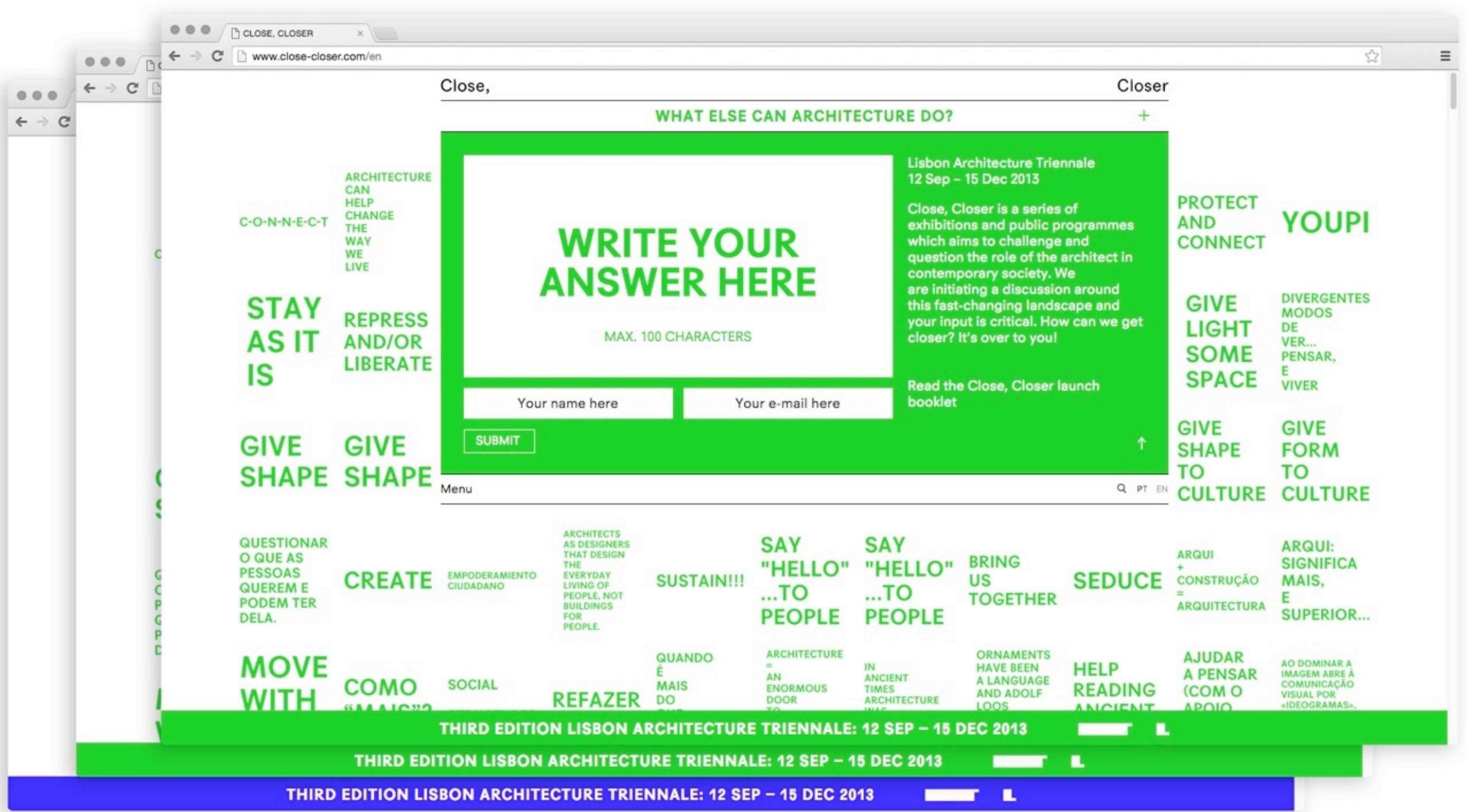


Participants as ambassadors of the event

- Echoing the message on social network
- Present the research at Universities



Engaging audiences



Engaging audiences



CLOSE, CLOSER

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Close,

Closer

WHAT ELSE CAN ARCHITECTURE DO?

WHEN DO WE PRODUCE ARCHITECTURE?

HOW LONG SHOULD ARCHITECTURE LAST?

WHAT ANSWERS SHOULD ARCHITECTURE BE GIVING TODAY?

WHAT QUESTIONS SHOULD ARCHITECTURE BE ASKING TODAY?

WHAT IS SUSTAINABLE ARCHITECTURE?

WHO PAYS FOR ARCHITECTURE?

WHAT IS THE FUNCTION OF AN ARCHITECTURE EXHIBITION?

WHAT ARE THE BOUNDARIES OF DESIGN?

WHAT THINGS MAY COME?

WHY IS ARCHITECTURE DIFFERENT TO BUILDING?

WHAT WOULD AN ALTERNATIVE GOVERNMENT LOOK LIKE?

HOW CAN ARCHITECTURE GET CLOSER TO THE FORCES SHAPING THE CITY?

FOR WHOM DO WE DESIGN, AND WHY?

WHAT WILL THE FUTURE CITY BRING?

WHAT IS ARCHITECTURE IN A TIME OF CRISIS?

ARCHITECTURE CAN HELP CHANGE THE WAY WE LIVE

C-O-N-N-E-C-T

STAY AS IT IS

REPRESS AND/OR LIBERATE

GIVE SHAPE

GIVE SHAPE

GIVE SHAPE

GIVING SHAPE

GIVING SHAPE

GIVING SHAPE

GIVING SHAPE

GIVING SHAPE

SUBLIMINAL ARCHITECTURE

GIVE SHAPE TO CULTURE

GIVE FORM TO CULTURE

QUESTIONAR O QUE AS PESSOAS QUEREM E PODEM TER DELA.

CREATE

EMPODERAMIENTO CIUDADANO

ARCHITECTS AS DESIGNERS THAT DESIGN THE EVERYDAY LIVING OF PEOPLE, NOT BUILDINGS FOR PEOPLE.

SUSTAIN!!!

SAY "HELLO" ...TO PEOPLE

SAY "HELLO" ...TO PEOPLE

BRING US TOGETHER

SEDUCE

ARQUI + CONSTRUÇÃO = ARQUITECTURA

ARQUI: SIGNIFICA MAIS, E SUPERIOR...

MOVE WITH

COMO

SOCIAL

REFAZER

QUANDO É MAIS DO

ARCHITECTURE = AN ENORMOUS DOOR TO

IN ANCIENT TIMES ARCHITECTURE WAS

ORNAMENTS HAVE BEEN A LANGUAGE AND ADOLF LOOS

HELP READING ANCIENT

AJUDAR A PENSAR (COM O APOIO

AO DOMINAR A IMAGEM ABRE A COMUNICAÇÃO VISUAL POR «IDEOGRAMAS».

Menu

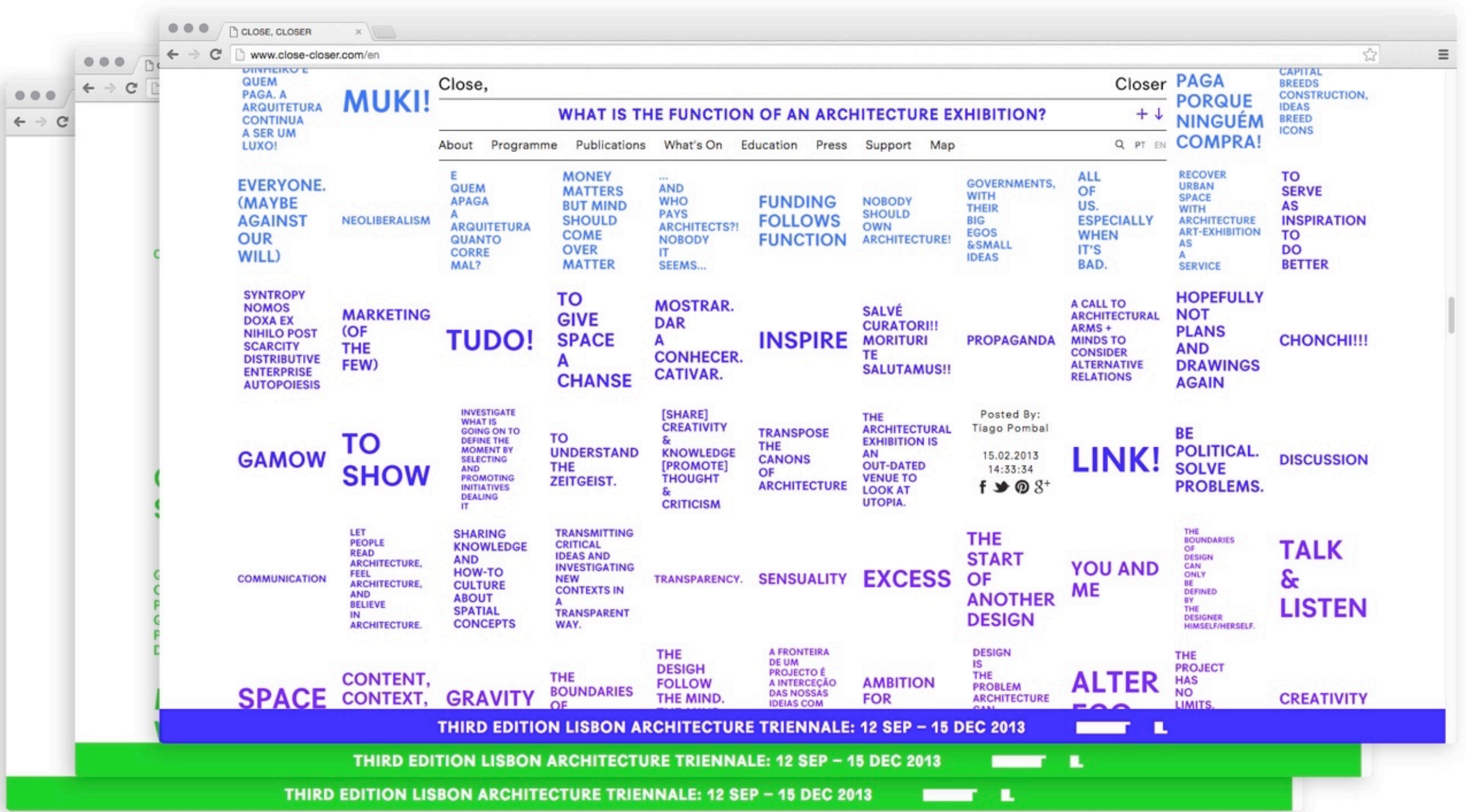
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THIRD EDITION LISBON ARCHITECTURE TRIENNALE: 12 SEP – 15 DEC 2013

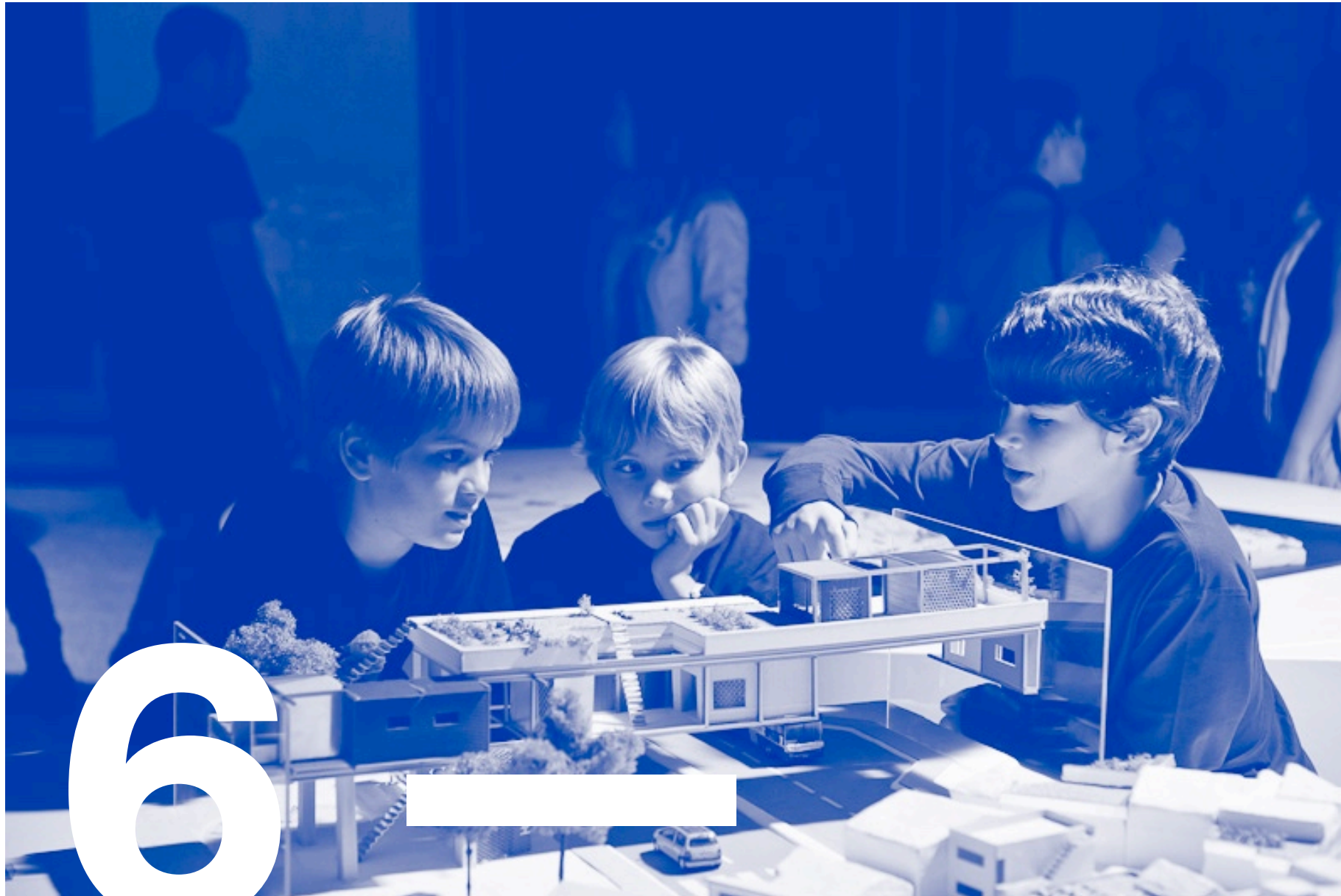
THIRD EDITION LISBON ARCHITECTURE TRIENNALE: 12 SEP – 15 DEC 2013

THIRD EDITION LISBON ARCHITECTURE TRIENNALE: 12 SEP – 15 DEC 2013

Engaging audiences



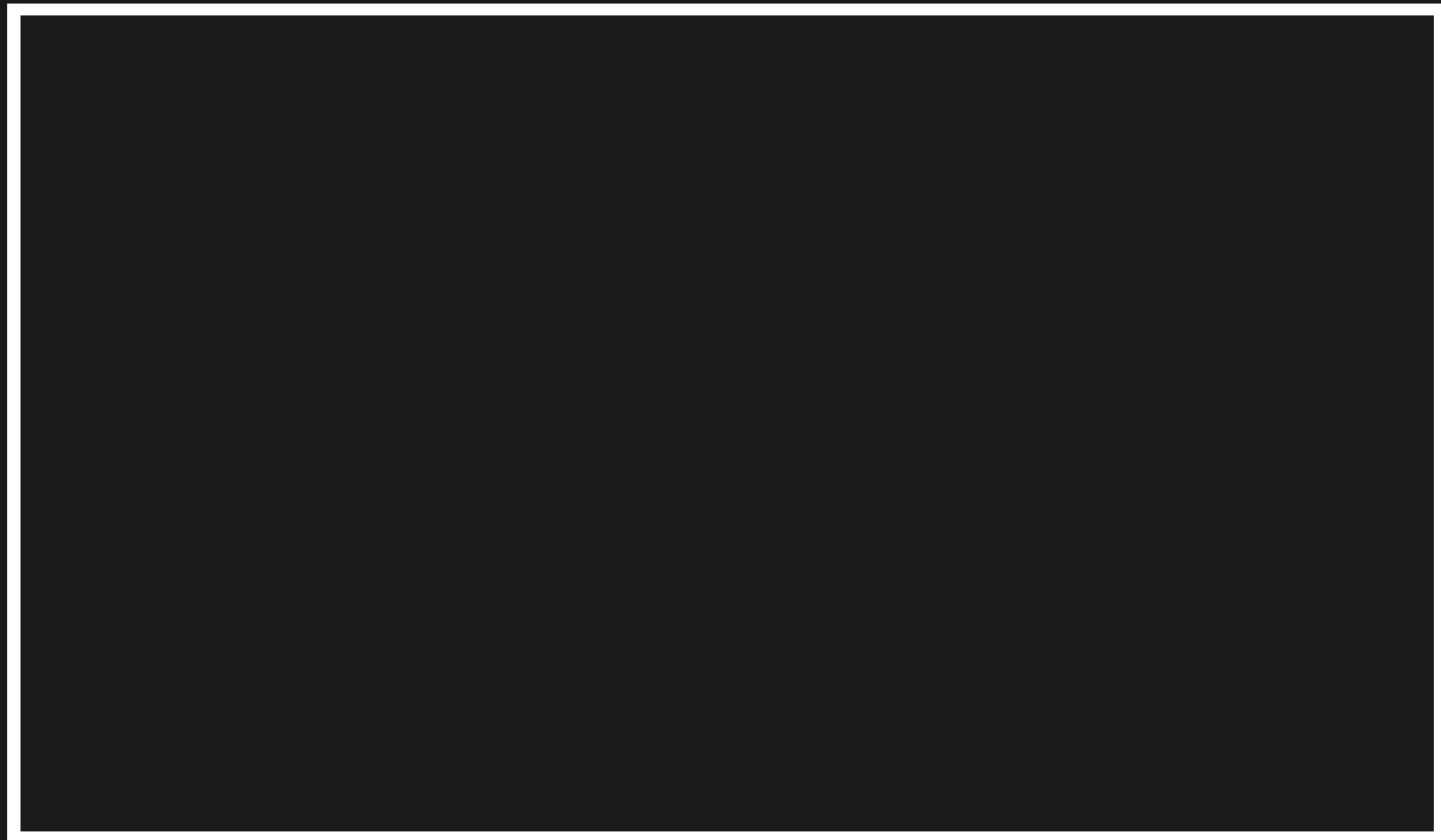
High quality education programme



THE
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OF



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A FORMA DA FORMA
Um legado fundamental da arquitectura é a sua própria forma. Não só a história se constrói a partir desse universo visual, mas a forma é também uma linguagem comum que agrega arquitectos de todo o mundo em torno de uma conversa  o colectiva. Nesta exposi   o, a partir de um arquivo potencialmente infinito, tr  s arquitectos constroem um di  logo que desafia as no   es de autoria e os limites da forma.

Curadoria: Diogo Seixas Lopes (PT)
Cont  udos: Socks (IT) Mariabruna Fabrizi
+ Fosco Lucarelli
MAAT — Museu de Arte, Arquitectura e Tecnologia

OBRA
Tal como as formas da arquitectura determinam a organiza   o do estaleiro de obra, as tecnologias e a estrutura econ  mica com que a sociedade organiza os seus modos de produ   o condicionam, e estimulam a concep   o do projecto. Da comunica   o entre projecto e obra, da organiza   o do tempo e do dinheiro, at      a rela   o da pol  tica ou    excita   o tecnol  gica,       a arena que tudo se joga.

+ Tavares (PT)
+ Gulbenkian

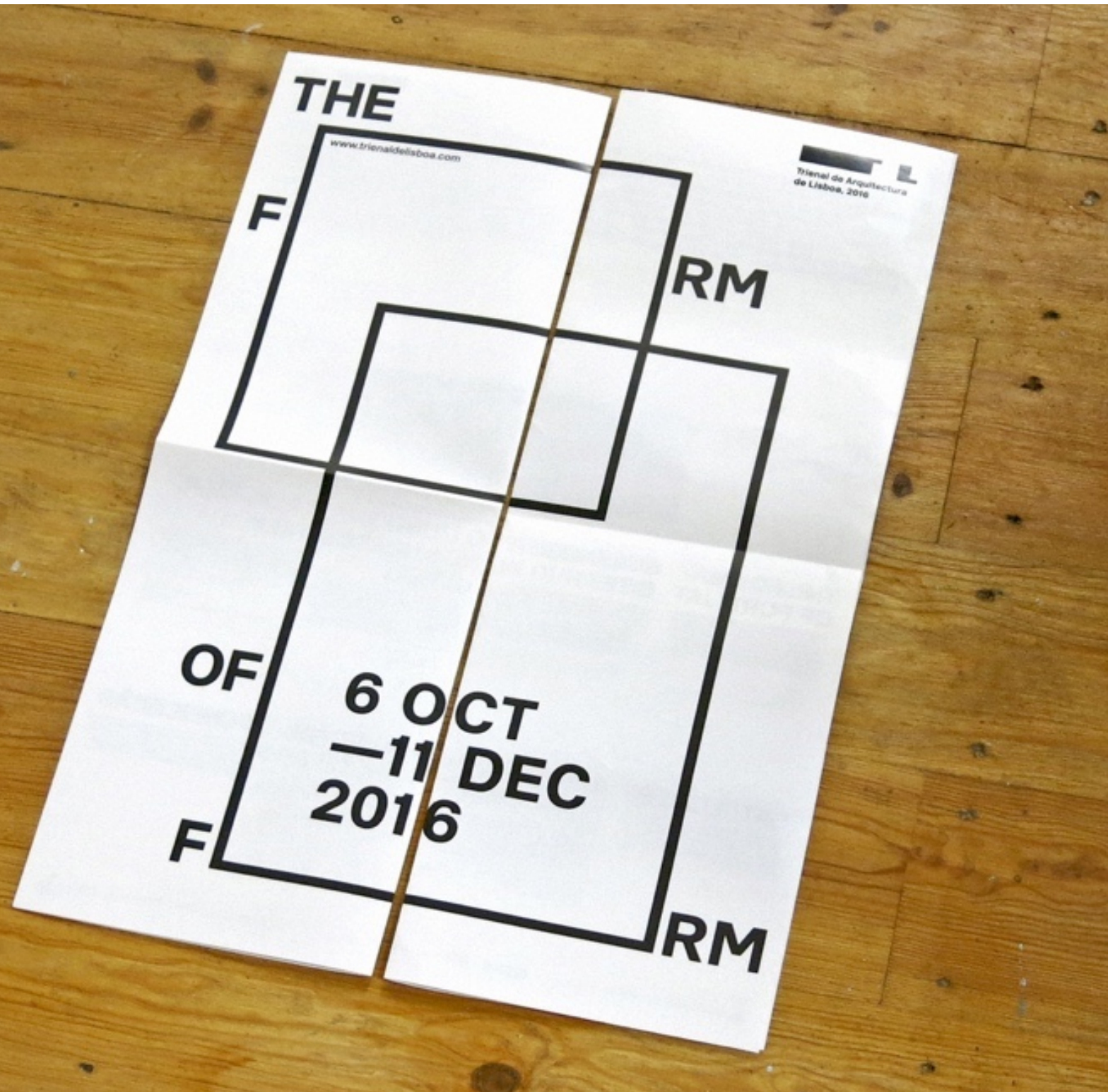
O MUNDO NOS NOSSOS OLHOS
A partir de uma extensa lista de participantes, com projectos dos quatro cantos do planeta, esta exposi   o mostra como    que os arquitectos observam, descrevem, analisam e representam a cidade. As pr  ticas contempor  neas continuam a demonstrar como esses olhares da disciplina permitem, n  o s  o alimentar as pr  ticas de projecto, mas tamb  m ultrapassar os seus pr  prios limites, ramificando-se em muitas vertentes da compreens  o da cidade.

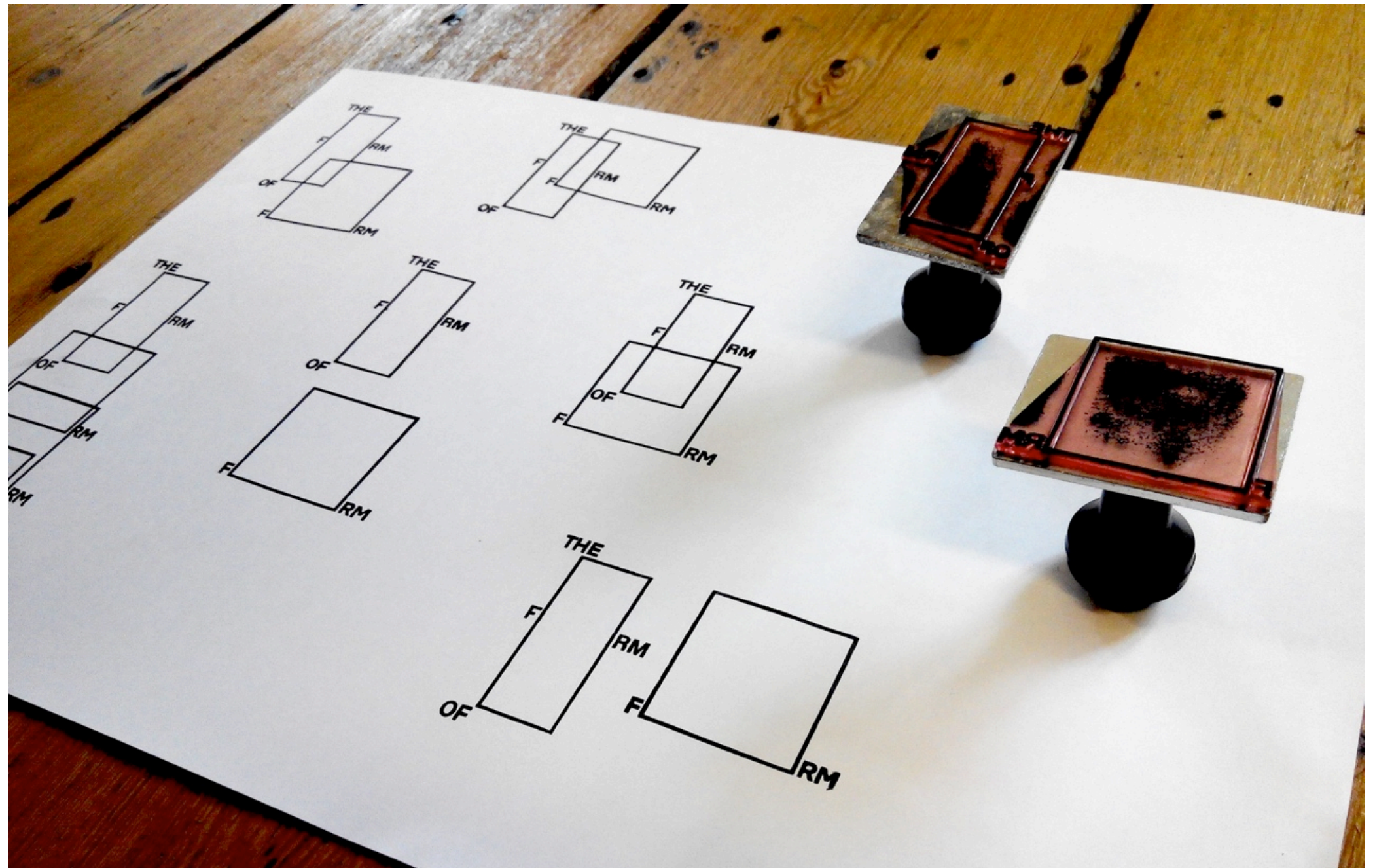
Curadoria: FIG Projects (CA)
Fabrizio Gallanti (IT) + Francisca Im  rio
Garagem Sul - Centro Cultural de Lisboa

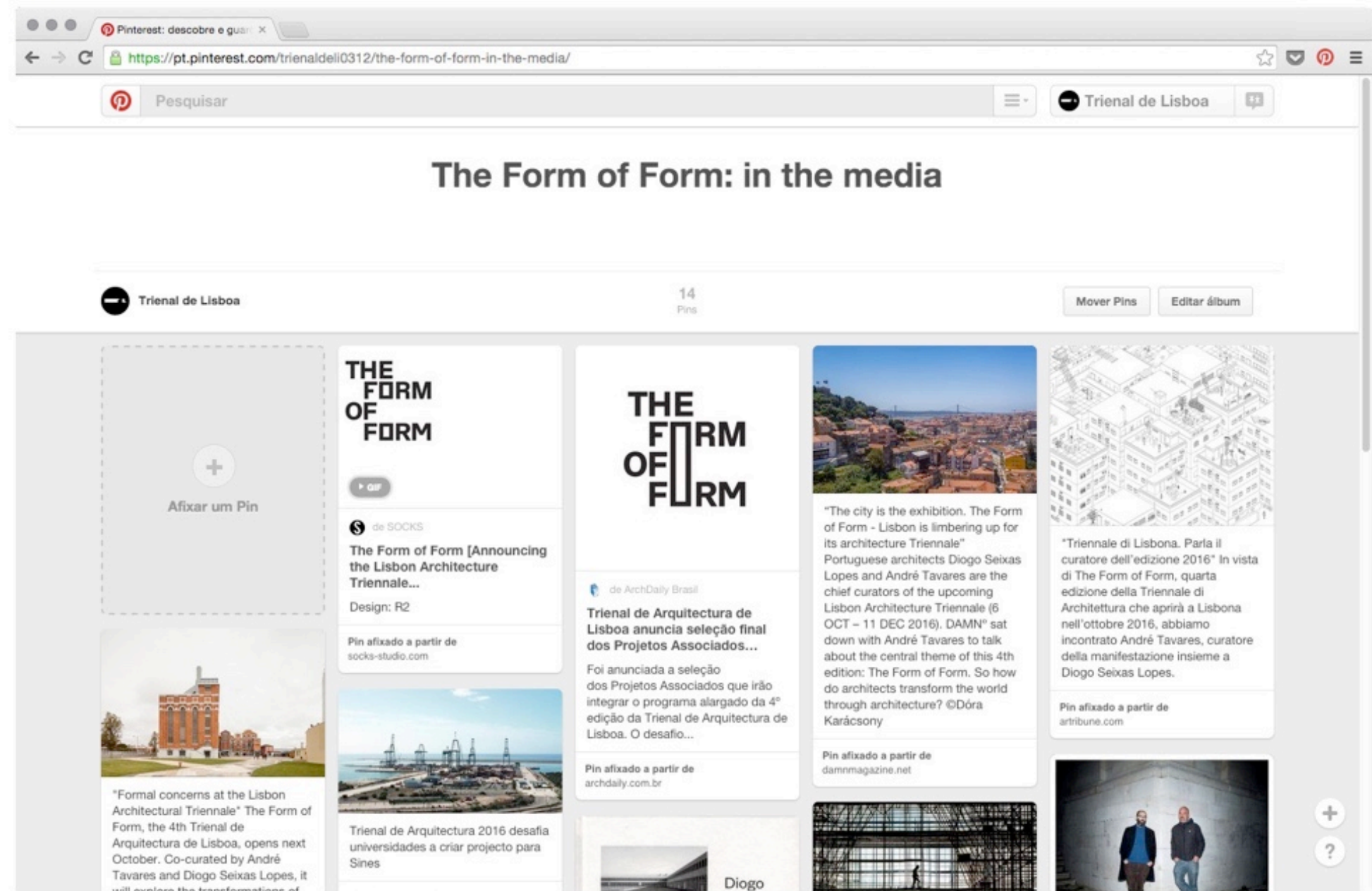
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“Portugal is one of the world’s great countries in the field of contemporary architecture, not only because it gave us Souto de Moura and Siza Vieira but also because of the very history of the country.”

Jacques Herzog, Herzog & De Meuron Architecture Studio

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