

**Programme of Events**

**2022 — 2023**

**📍 Lisbon, PT & Live Streaming Worldwide**

# A DESIGN JOURNEY

**FROM LISBON TO THE WORLD**

**Talks / Workshops / Film Screenings**

**Curated by Babled Studio and Passa Ao Futuro**

[www.the3rdfloor.net](http://www.the3rdfloor.net)



# Programme of Events (2022—2023)

Curated by Babled Studio and Passa Ao Futuro

In loving memory of Fatima Durkee (1980–2022), co-founder of Passa Ao Futuro.

Design is portal into culture and tradition, mastery and craftsmanship, it propels both innovation and development, and connects both on a local and international scale.

Over recent years, Lisbon has become a city where creative newcomers coalesce with local and long-standing Portuguese craftsmen and makers. The city's rich artisan heritage has inspired a thriving contemporary craft and design community with a diverse and vibrant landscape.

**A Design Journey: From Lisbon to the world** is an event programme that seeks to stimulate relevant discussions and collaborations based on current issues around design, craftsmanship and sustainability, in the form of roundtable talks, workshops and film screenings.

The programme's curators, Babled Studio and Passa Ao Futuro, will involve national and international participations, bringing together expert voices from both Portugal and around the world to dissect, analyse and discuss each topic. The aim is to consolidate the collective ambition driving Lisbon's creative scene.

Events will take place in Rua da Madalena 85, in the heart of Lisbon, between the 1st floor where Babled Studio is based and The 3rd Floor where the company hosts a co-working and events space for the creative community.

Roundtable talks will be streamed live on The 3rd Floor's networks (Facebook, YouTube) and will later be accessible at [www.the3rdfloor.net](http://www.the3rdfloor.net) in the Programme & Events page, where you can already watch the past talks.



## Location

Rua da Madalena 85  
1100-319 Lisboa, Portugal

[↗ Get directions](#)

## Format

### Talks

10-15 min presentation by each speaker  
30 min roundtable discussion  
15 min open discussion

**Duration:** 1.5 hours

**Language:** English

**Public:** 30 people on site + Live Streaming

### Workshops

Presentation and demonstration from artisan  
Hands-on making

**Duration:** 4-6 hours

**Language:** English / Portuguese

**Participants:** 6-10 people

**Fee:** Symbolic value to secure spot

# Programme Overview

Talks, Workshops & Film Screenings



## Talks

- \* **The revolution will be designed!**  
October 20th, 2022 at 19:00h (WEST)
- \* **From the workshop to the world**  
November 24th, 2022 at 19:00h (WEST)
- \* **Crafts' role in driving economy**  
January 26th, 2023 at 19:00h (WEST)
- \* **How do we remove the thorn from the shoe of Portuguese design?**  
February 16th, 2023 at 19:00h (WEST)
- \* **How do we use the tools we have to design for good?**  
March 16th, 2023 at 19:00h (WEST)

More talks to be announced from March 2023, themed around raw materials: Earth, Stone, Glass and Fibres.

## Workshops

- \* **Hand chiseled leather workshop**  
November 25th, 2022 at 14:30h (WEST)
- \* **Natural dyeing workshop**  
February, 2023
- \* **Basket weaving workshop**  
March, 2023

# Programme Overview

Talks, Workshops & Film Screenings



## Film screenings

- \* **Series of film screenings**

From January 2023

- \* **Film festival**

From spring 2023

A series of film screenings will be held in our space at Rua da Madalena from January 2023. The films will be related to design and craft, development and sustainability.

This series will culminate in a 3-day film festival (venue TBD) with the support of Istituto Italiano di Cultura di Lisbona, designed to coincide with the 2023 Italian Design Week next spring.

The films are curated by Silvia Robertazzi, Journalist and Design Critic and Content Editor at Hearst Global Design, and Porzia Bergamasco, Journalist and Design Critic.

## New Space

- \* **Gallery Opening**

April, 2023

A new Gallery / Project Room is set to open at Rua da Madalena 83 in April 2023.

# Events Details

## Talks

Names contain links to the participants' websites.  
\*\* Unconfirmed attendances are marked with two asterisks.

October 20th, 2022 at 19:00h (WEST)

TALK

## The revolution will be designed!

How do we help design students understand the role they play in design practice worldwide?

### Synopsis

The speakers on this panel discuss design education in the 21st century and how to provide young designers with the tools to design sustainable, inclusive, and responsible projects.

As designers today become part of a rising class of problem-solvers in the face of environmental and social issues, design education must adapt accordingly. Equipping young students with the know-how to responsibly address these challenges requires a new way of teaching, embedded in an understanding of systems.

### Moderation

- Veerle Devos, Design Journalist (Portugal)

### Speakers

- Irene Fortuyn from Design Academy of Eindhoven (The Netherlands)
- Giulio Vinaccia from ESAD Matosinhos (Portugal)
- Susanna Cerri from Scuola del Non Sapere (Italy)

### Special guests

- Jean Gardner (US)
- Maria Milano from ESAD Matosinhos (Portugal)

November 24th, 2022 at 19:00h (WEST)

TALK

## From the workshop to the world

How do we promote local makers within the digital era?

### Synopsis

The speakers on this panel discuss the pioneering ways galleries and designers can consciously promote the diversity of artisanal design production in 2022 online and how to use the digital era to support craft knowledge. The panel explores the ways in which the web may provide a specific and unique insight into the world's master craftsmen and safekeep their artisanal knowledge.

### Moderation

- Veerle Devos, Design Journalist (Portugal)

### Speakers

- Renaud Vuillat from 21st Gallery (USA)
- Kristian Andersen from Adorno (Denmark)
- Armando Ribeiro from O Apartamento (Portugal)
- Caroline Fiers from Biennale Interieur Kortrijk (Belgium)

# Events Details

## Talks

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\*\* Unconfirmed attendances are marked with two asterisks.

January 26th, 2023 at 19:00h (WEST)

TALK

## Crafts' role in driving economy

### Contamination between artisanal work and global economy

#### **Synopsis**

This panel discusses how to enable a network of makers to successfully position themselves within a consumer base no longer satisfied by mass production. The speakers look at craft economy as a viable force in opposition to existing systems of production through the humanisation of work and commerce. Craft as a social and material practice that drives cutting edge technology, innovation and design whilst enhancing human relations and giving form to imagined futures and worlds.

#### **Moderation**

- Veerle Devos, Design Journalist (Portugal)

#### **Speakers**

- Stefano Micelli, Author and Professor (Italy)
- Jacques Rey from Michelangelo Foundation (Switzerland) \*\*
- Passa Ao Futuro (Portugal)
- Miguel Almeida Mendes from Viúva Lamego (Portugal)
- Catarina Portas from A Vida Portuguesa & Depozito (Portugal) \*\*

February 16th, 2023 at 19:00h (WEST)

TALK

## How do we remove the thorn from the shoe of Portuguese design?

### Different approaches that are bringing Portugal to the world

#### **Synopsis**

The panel discusses how the coming decades can provide Portuguese design with the authority, acknowledgement and increased visibility that the aesthetic sense and visual acuity of its practitioners deserve and desire. The speakers look into the success of Portuguese professional design associations and educational institutions in the development of design theory dialogue and critical discourse regarding design and its role in society.

#### **Moderation**

- Veerle Devos, Design Journalist (Portugal)

#### **Speakers**

- Filipe Alarcão from Filipe Alarcão DesignStudio (Portugal)
- Paulo Sellmayer from Vicara (Portugal) \*\*
- Eneida Lombe Tavares, Designer (Portugal)
- Luis de Oliveira from De La Espada (Portugal) \*\*
- Origin Made (Portugal) \*\*

#### **Special guest**

- Bárbara Coutinho from MUDE (Portugal) \*\*

# Events Details

## Talks

Names contain links to the participants' websites.  
\*\* Unconfirmed attendances are marked with two asterisks.

March 16th, 2023 at 19:00h (WEST)

TALK

## How do we use the tools we have to design for good?

How does regenerative design thinking frame a more holistic approach to design and ensure radical change?

### **Synopsis**

The speakers on this panel examine new techniques for the responsible use of traditional materials and discuss how to find adaptable solutions to reduce the trajectory of climate change, creating a harmonious balance between people and the planet.

They explore how ideas of sustainability and regenerative design are changing the cultural sector and what new skills designers need to develop in order to address the current environmental social and economic crisis and help engage citizens into action.

### **Moderation**

- Passa Ao Futuro (Portugal)

### **Speakers**

- Kavita Parmar (Spain)
- Carlo Battisti from International Living Future Institute (Italy)
- Cradle to Cradle (US) \*\*

**Following this programme, from spring 2023 there will be a series of talks themed around raw materials like earth, stone, glass and fibres.**

From March 2023 (TBA)

TALK

## Raw materials

- \* Earth
- \* Stone
- \* Glass
- \* Fibres

# Events Details

More details to be announced.

## Workshops

November 25th, 2022 at 14:30h (WEST)

WORKSHOP

### Hand chiseled leather workshop

Making “despeja-bolsos” with artisan Beatriz Canha

#### **Synopsis**

A practical workshop where Beatriz Canha from FRESS will teach a group of 8 people how to do the hand chiseled technique in leather, to produce their own decorated pocket emptier (“despeja-bolsos” in Portuguese). The workshop will last 4 hours and will carry a fee of 15€ that includes the materials provided by the artisan. The participants will take home their results of the workshop.

#### **Coordination**

- Passa Ao Futuro (Portugal)

February 2023 (TBA)

WORKSHOP

### Natural dyeing workshop

Practical workshop led by a specialised artisan

#### **Synopsis**

A practical workshop where a specialised artisan will teach natural dyeing techniques to a group of 6 to 10 people in February. The workshop will last one afternoon and will carry a symbolic cost that includes the materials provided by the artisan. The participants will take home their results of the workshop.

#### **Coordination**

- Passa Ao Futuro (Portugal)

March 2023 (TBA)

WORKSHOP

### Basket weaving workshop

Practical workshop led by a specialised artisan

#### **Synopsis**

A practical workshop where a specialised artisan will teach a basket weaving technique to a group of 6 to 10 people in March. The workshop will last one afternoon and will carry a symbolic cost that includes the materials provided by the artisan. The participants will take home their results of the workshop.

#### **Coordination**

- Passa Ao Futuro (Portugal)

# Contacts

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# Partnerships

A project by:



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In person or online.

**A DESIGN JOURNEY**  
FROM LISBON TO THE WORLD

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2022 - 2023