

PROGRAMME



11TH FESTIVAL 2019
7TH LISBON CREATIVE WEEK

FEARLESS



LISBON CREATIVE WEEK
15TH TO 19TH MAY 2019
Campo de Santa Clara (Feira da Ladra)

15TH MAY 2019

INAUGURATION

- 5 p.m.** Guests arrive at Mercado de Santa Clara
5.30 p.m. Inauguration ceremony with:
- Susana Albuquerque, President of CCP
 - President of the São Vicente Civil Parish Council, Natalina Tavares de Moura
 - Representative of the Lisbon City Council
- 6 p.m. | 8 p.m.** Tuk-Tuk shuttle between Mercado Santa Clara and Polo Cultural de Santa Clara

CONFERENCE

“O Futuro da Criatividade na Publicidade” (The Future of Creativity in Advertising), Pedro Pina, VP Global Client & Agency Solutions @ Google

Location: Mercado d Santa Clara

Time: 9 p.m. _ 10 p.m.

Registration by email: inscricaooccp2019@gmail.com

Free Admission

Pedro Pina is a Portuguese marketer who has lived outside of Portugal during his 20-year career. He joined Google as Global Client Partner, heading a global team exclusively in charge of partnerships with business giants such as Unilever, L'Oréal, Nestlé, LVMH, VW and BMW. Today he is also responsible for Google's award-winning Creative Force, also known as The Zoo - an internal pool of creatives, product specialists, and strategy and technology producers. Besides his main job, Pedro also leads the LGBTQ+ EMEA section for Google; in addition, he is Executive Sponsor of the Inclusion and Diversity Regional Strategy. Before Google, Pedro was Executive Vice-President and Global Brands Director at McCann Worldgroup, working with iconic brands such as Coca-Cola, MasterCard and Unilever. He set out on his career at P&G as Brand manager in Europe, after which he worked for PepsiCo for five years in the US and Brazil. Pedro has completed an MBA from INSEAD, Paris.

PARTY _CLUBE FERROVIÁRIO

DJ Agências B2B: Filipe Macedo, *comOn*; André Carvalho *Y&R Lisbon* | *(others to be confirmed soon)*

Location: Clube Ferroviário

Time: 11 p.m. _ 2 a.m.

Free admission with the right to one drink for all members with a CCP wristband

CREATIVE MARKET AND BRAND ACTIVATIONS

The Creative Market aims to bring together Portuguese creative artists in a small exhibition, displaying what is most interesting in fashion, design and craftworks on a national level. The market serves as a showcase for these artists, providing small temporary points of sale in order to promote Lisbon's creative economy and entrepreneurship by providing a temporary space for these cultural and alternative events to take place in the city. Creative artists will be invited to have a free stand, from around 30, for between one to three days, depending on availability.

Location: Outside the Market / Roundabout and Side street using Jardim Botto Machado (the Garden)

Dates and Times:

_15th, 16th and 17th May, from midday to 8 p.m. - Outside Santa Clara Market

_18th and 19th May from 10 a.m. to 8 p.m. – Inside the Market and roundabout with use of Jardim Botto Machado (the Garden)

Free Admission

ARTISTS

PopUp Store Centro Inovação da Mouraria and Fablab; MONA; EcoTela; Alessandra Romani; Dedo Mau; Arp; Amor Luso; Triciclo; Oficina da Luz; Marelungo; Mau Feitio Social Club; Menko Origami; SUTO; Craft Lab Stolen Books; João Peixe; Design Bonbon; Maria das Pinturas; Dedal; Caso Pintado; Elsa Poderosa; Madeiras com Histórias; 2Simpe2; GYN+MIL; Goiva; Marc Mau; Oficina da Cristina; Souddy; Anda; Homes in Colour; Dome; Corque; Birdwalk; Wetheknot; Tundra; Carol from Lisbon; FabLab; Obuq; D'enfiada; So-So; Hardcore Fofo; It's a Book; Amasso; Amores de Tóquio; Cyan Joalharia Contemporânea.

BRAND AND PARTNER ACTIVATIONS

The brands supporting the festival offer a variety of activities to all visitors, including a climbing wall, children's games, an exhibition of vintage vehicles from the Lisbon Voluntary Fire Brigade and table football.

Location: Outside the Market

Dates and Times:

_15th May from 5 p.m. to 10 p.m.

_16th and 17th May from midday to 10 p.m.

Free Admission

Brands Present

FOX _ Sagres _ CTT _ Fidelidade _ Continente _ Área Cúbica _ Sky Bubble _ E-Bike _ CP - Comboios de Portugal _ Roca _ Exército Português _ Bombeiros Voluntários de Lisboa _ Lavazza _ Daily Coffe _ Altano _ Jameson _ Worten _ FNAC _ FOL GOURMET POPCORN _ mytaxi pickup spot.

STREET FOOD

A wide choice of tasty snacks and flavours, so that you can enjoy the Festival to the full.

Location: Outside the Market / Free Admission

Dates | Times:

_15th May from 5 p.m. to 10 p.m.

_16th and 17th May from midday to 10 p.m.

_19th May from midday to 8 p.m.

Marias com Chocolate; Crepe 28 _ Savoury, vegetarian and sweet crepes; **Pica Aqui, Pica Ali** _ Steak sandwich in “*bolo de caco*” (regional bread from Madeira); **Box Seven** _ Pizzas cooked in a wood oven; **My Green Truck** _ Vegan Banh-Mi and Vegan Fish and Chips; **Kasa Najat** _ Moroccan Snacks; **Legend of the Dog** _ Hot dog; **Pascoalini** _ Ice cream; **KonoPizza** _ Pizza in cones _ **Bar Sagres** _ Area with a terrace.

JARDIM BOTTO MACHADO (GARDEN)

Creative experiences and workshops for all visitors.

Dates and Times:

_15th to 17th May from midday to 8 p.m.

_19th May from 10 a.m. to 8 p.m.

Free admission

ACTIVITIES

Giant macramé_
Giant game of the goose _ CP - Comboios de Portugal
Sky Bubble _ Games and fun for kids
Climbing Wall _ Portuguese Army

16TH MAY 2019

WORKSHOPS

This day is dedicated to learning with some of the best creative professionals. The workshops will run simultaneously in various locations. All the workshops require prior registration and are paid for, with special conditions for students, members and partners.

Locations: Mercado de Santa Clara)| Casa Dell' Arte | Messe dos Oficiais do Exército | Polo Cultural de Santa Clara

Time: from 10 a.m.to 5:30 p.m.

Registration by email: Email identifying the name of the workshop, your full name, position and mobile contact to: inscricoesccp2019@gmail.com

Cost of each workshop: €30/pax general public | €20/pax members | €10/pax students

GENERATIVE DESIGN, PROCESSING THE FUTURE

(Workshop in English)

Trainers: Saurabh Kashade (Serviceplan); Maximilian Heitsch (Moby Digg); Korbinian Lenzer (Moby Digg)

Location: Mercado de Santa Clara

Time: 10 a.m. To 1 p.m. (Duration 3H)

Max. Participants: 20

Bring along: laptop

Registration by email: inscricoesccp2019@gmail.com

Target Audience: Designers

Synopsis:

More and more designers are becoming curators, applying their individual styles and rules to automated systems and structures. The focus of design is changing from the final production to the process itself. Designers define the rules and the machines submit to them. As a collaborative exercise, the workshop will concentrate on implementing rules and frameworks for the various visual outputs.

Maximilian Heitsch (Co-Founder of Moby Digg)

Maximilian Heitsch (*1987) is a Munich-based creative working in the fields of art, technology and graphic design. In 2012 he co-founded the design and technology studio Moby Digg. In his work he essentially focuses on the interaction of shape, colour, emerging technologies, such as AI or AR, and core life issues.

Korbinian Lenzer (Co-Founder of Moby Digg)

Korbinian Lenzer (*1987) is a Munich-based creative working in the fields of strategic design, technology and music. In 2012 he co-founded the design and technology studio Moby Digg. In his work he focuses on the interface between design and technology and its impact on business.

Saurabh Kakade (Creative at Serviceplan Innovation)

Saurabh Kakade (*1991) is an award-winning multidisciplinary creative born in India and based in Germany. Currently he has taken on the role of Innovation Art Director at Serviceplan Munich. He is passionate about realizing ideas and using creativity for the greater good.

PORTUGAL IN SYNC: MUSIC IN ADVERTISING (Lusitanian)

(Workshop in English)

Trainer: Alick Sethi (Musical Supervisor at Central Publishing and the Retox Clinic)

Location: Messe dos Oficiais de Lisboa

Time: from 10 a.m. to 11.30 a.m. (Duration 1:30)
Max. Participants: 20
Bring along: laptop
Target Audience: Advertising agents and musicians

Synopsis:

Alick Sethi, music supervisor at Retox Musiclinic, in the United Kingdom, share with us his vision of this profession's European scene. Music plays a key role in advertising and is often the first thing to stay in an audience's memory. It has the power to arouse emotion and the more memorable it is, the greater the difference and impact it will bring to the advertising spot. Music enriches strategies, and agencies are increasingly recognising it as a means of boosting its associated brand awareness

The music supervisor is responsible for combining the music with the visuals, whether in cinema, television, advertising or games, serving as a bridge between the music side and the advertising side. In markets that are more highly developed than in Portugal, whether due to their size or the years of experience in advertising, that need is fully recognised.

Alick Sethi has been a music supervisor for 15 years. Coming from a background as a radio DJ on a national UK station for 8 years, he started in the industry by repping small indie labels and unsigned artists for sync deals. Having cut his teeth in helping his roster in this way, Alick started working and sharing his expertise in developing markets - Russia, Central Europe, India and China to name but a few. He soon morphed himself into a full service music supervisor, working with and producing composers, undertaking creative searches and licensing. Now he is able to work on all types of audio-visual projects, and soundtrack needs from his clients.

SCRIPT WRITING

(Workshop in Portuguese)

Trainer: Tiago Cruz/ Wunderman Thompson

Location: Casa Dell' Arte, Campo de Santa Clara 125, 1100-473 Lisboa

Time: from 1.30 p.m. to 5.30 p.m. (Duration 4H)

Max. Participants: 15

Bring along: laptop

Registration by email: inscricoesccp2019@gmail.com

Target Audience: Copywriters

Synopsis:

What is it, who is it for, how is it done and what's the secret to a good advertising script? We'll spend the afternoon understanding how it is much more productive to tell a good story than to be a director using word.

Tiago Cruz has been a senior copywriter at J. Walter Thompson since 2004, where he has been jointly responsible for creating campaigns for clients such as Vodafone, Galp, Sagres, Frize, Bohemia and IKEA. He is a Visiting Assistant Professor at Escola Superior de Comunicação Social and the author of Guia das Tascas de Lisboa.

ART DIRECTION

(Workshop in Portuguese)

Trainer: Julliano Bertoldi / BBDO

Location: Mercado de Santa Clara

Time: from 2 p.m. to 5.00 p.m. (Duration 3H)

Max. Participants: 12

Bring along: laptop

Registration by email: inscricomesccp2019@gmail.co

Target Audience: Art Directors and designers

Synopsis:

How to turn an idea into a beautiful idea.

Julliano Bertoldi began working in Brazil, but as soon as he finished studying Advertising and Design there, he moved to Portugal. His work has already been acclaimed at a number of Portuguese and international creativity festivals: Cannes, Eurobest, New York Festivals, FIAP, Clube de Criativos de Portugal, Prémios

Eficácia, Meios&Publicidade and second place in art direction in the world ranking compiled by the magazine Luerzer's Archive in 2015.

CREATIVE METAMPHETAMINES: INSIGHTS, CONCEPTS AND IDEAS

(Workshop in Portuguese)

Trainer: Ricardo Miranda / Wonder Why

Location: Messe dos Oficiais

Time: from 2 p.m. to 4.00 p.m. (Duration 2H)

Max. Participants: 20

Bring along: Your brain and keen listening

Registration by email: inscricoesccp2019@gmail.com

Target Audience: Agencies and advertisers

Synopsis:

Being creative today is highly relative. It was once the exclusive playground of advertising agents, but it has since invaded Youtube, the kitchen, politics, football, science and crime. There's no-one nowadays who isn't a blossoming creative. The cause that all creative artists have always fought for, with tooth and nail, has finally happened: creativity has won. It leaped from the creative departments to every department in every company in every market. It grew, multiplied and became a global skill. But there's a perverse side to that. The bar has been raised. Tremendously. At a time when everything has to be creative, it's more difficult to be creative. This workshop will oblige you to release the knots we all have in our grey cells, so you can be more creative in advertising, in a startup, doing whatever, using sharp tools such as insights, concepts and ideas. Be prepared to suffer and enjoy it.

25 years as a brand and advertising creative (which is a miracle to him, as he used to be a lawyer). He was with agencies like Leo Burnett, FCB and Brandia. He launched his own agency, Wonder\Why, 2 years ago and hopes it will prosper for another 222. Or as Captain Jack would say "the problem is not the problem; the problem is your attitude about the problem." Which is to say, if we were born creative, we just have to press enable.

USING TYPOGRAPHY IN ART DIRECTION

(Workshop in Portuguese)

Trainer: Joana Correia / Nova Type

Location: Polo Cultural de S. Vicente

Time: from 2 p.m. to 5.00 p.m. (Duration 3H)

Max. Participants: 12

Bring along: Your eyes and ears

Registration by email: inscricoesccp2019@gmail.com

Target Audience: Designers

Synopsis:

By manipulating existing typography we're going to understand how digital typography is created, thereby grasping the characteristics of typography so that we can make a more informed decision on how to use fonts. How to take risks through typography, understanding the limits of the design and our alphabet. We will use a professional software, Glyphs (MacOSX), to manipulate and set out in the world of digital typography. Understanding how to make typography communicate our message and intentions.

Joana Correia is the founder of Nova Type. She has been working as a type designer for 7 years. Joana Correia is a typeface designer working from her studio in Porto since 2011. She studied typeface design in the MA Type Design at the University of Reading, graduating in 2011. She has worked with many different clients around the world and also created her own designs now published with Nova Type. She designed work for Google Fonts, Indian Type Foundry and FontYou. Joana designed Karma that was one of the first Devanagari fonts on Google Fonts, followed by Arima supporting Tamil. She has taught type design at ESAD () from 2011 until 2017. She has given lectures and workshops around Europe, such as the Polish-Japanese Academy of Information Technology in Warsaw as a visiting teacher and at FEED organized by Asociación Galega de Diseño. Joana designed the typefaces Artigo, Laca and Artigo Display available at Nova Type.

PRINT OVER PRINT – PRODUCING A MINI SILK SCREEN PATTERN

(Workshop in Portuguese)

Trainer: Rita Daniel / FICA

Location: Mercado de Santa Clara

Time: from 2 p.m. to 3.15 p.m. (Duration 1H15)

Max. Participants: 15

Bring along: Your eyes and ears

Registration by email: Inscricoesccp2019@gmail.com

Target Audience: Designers and art directors

Synopsis:

Producing a mini pattern. Textile printing: tote bags and t-shirts, using the stencil method. 1 item for each participant.

FICA is a workshop for handmade creations. It has 120 m2 ready to pay homage to hand-conceived products through workshops and by renting out machinery, tools and materials. This is the place where professionals or anyone with an interest can complete their projects, either independently or with expert help. It's not about the artistic value or the breadth of the ideas, but rather about the desire to go against the speed of mass production by getting down to work. Or more specifically, getting down to your own work.

Rita Daniel and Gonalo Almeida are the founders of this multi-disciplinary workshop which was born to be shared.

HOW TO WRITE A CREATIVE BRIEF

(Workshop in Portuguese)

Trainer: Raquel Gonalves / Wunderman Thompson

Location: Messe dos Oficiais (Officers' Mess)

Time: from 11.30 a.m. to 1.30 p.m. (Duration 1H15)

Max. Participants: 30

Registration by email: Inscricoesccp2019@gmail.com

Target Audience: New graduates and young marketeers

Synopsis:

Sharing tips and tools to motivate and inspire young creative teams to make work that has an impact and is effective, ensuring the entire team's enthusiasm and involvement.

Raquel Gonalves has a degree in Business Management from ISCTS, a post-graduation in Financial Marketing and is a visiting lecturer for the Executive Masters in Digital Marketing and Innovation Management at the European University and Post-Graduation in Digital Business at IPL. She began her career in the field of Communication at Proximity Portugal, then joined Wunderman as Strategic Planning Director, where she works on New Business projects and with all the agency's clients. Throughout her career, she has received various awards at advertising and marketing festivals, including the Bronze Lion in Cannes.

BRAND DESIGN

(Workshop in Portuguese)

Trainer: Miguel Viana

Location: Casa Dell'Arte

Time: from 10 a.m. to midday (Duration 2H)

Max. Participants: 25

Registration by email: Inscricoesccp2019@gmail.com

Target Audience: Finalists and schools

Synopsis:

I believe that during the brand creation process we have to be nomads without a specific destination, without the fear of speciality borders, knowledge barriers or dogmatic walls - I've had the huge privilege of having amazing companions on these journeys. I endeavoured to learn from all of them.

HIGH POTENTIALS PORTUGAL _ ADCE

Young creative artists from Portugal, students or professionals who have been working for a maximum of 2 years are going to take to the stage of the Santa Clara Market to display their products and their potential. Out of all the participants, between 2 and 4 will be chosen to represent Portugal at the ADC/E Festival in November 2019 in Barcelona.

Location: Mercado de Santa Clara

Time: from 6 p.m. to 6.45 p.m.

Admission: Free admission

Target Audience: Young creative artists and students

PORTFOLIO NIGHT | THE ONE CLUB

Location: Mercado de Santa Clara

Time: from 7 p.m. to 11.00 p.m. (Duration 3H)

Max. Participants: 75 (from the age of 18 to 40)

Registration by email: <https://www.eventbrite.com/e/portfolio-night-2019-lisbon-tickets-59134455749>

Admission: Private event for registered participants and guest creative directors

Young people seeking to get into advertising and design in Portugal and professionals under the age of 40 who want to get a qualified opinion about their work will have the opportunity to enjoy an evening with some of the main creative directors in the market. CCP will host this event organised in over 20 cities throughout the world by The One Club for Creativity. The best portfolio of the evening will represent Portugal in New York during the Portfolio Night All Stars.

Guest Creative Directors:

Mário Mandacaru, Ana Cunha, Pedro Albuquerque, Diogo Anahory, Nuno Gonçalo, Adriano Esteves, Marcelo Lourenço, Nuno Peixoto, José Mendes, Jorge Teixeira, Pedro Magalhães, César Sousa, Rui Morais, André Felix, Steve Colmar, Rita Salvado, Rafael Pfaltzgraff, Tiago Canas Mendes, Mafalda Quintela, Gonçalo Santos, Vasco Thomaz, Diogo Potes, Pedro Serrão, Pedro Vareta, Hélder Pombinho.

17TH MAY 2019

CREATIVE MORNINGS LISBON

Speaker: Fred Canto e Castro

Topic: Preserve

Location: Mercado de Santa Clara

Time: from 8.30 a.m. to 9.45 a.m (Duration 1H15)

Max. Participants: 100

Admission: Free Registration / for this session the public has free access to all the CCP Festival's conferences throughout the day.

Registration: <https://creativemornings.com/.../preserve-with-fred-canto-e-c...>

Creative Mornings Lisbon opens the conferences on the 17th in the Santa Clara Market. It will be an inspirational breakfast on the topic of "Preserve", with Fred Canto e Castro.

Fred's journey began at the age of 20 when he left college to start his own business, Sonder. He wasn't quite sure what he was doing, asked his grandfather to lend him some money and began working in his bedroom, while sleeping on the sitting room floor. Five years later, Sonder is operating in Lisbon, Porto and Barcelona, having got thousands of people filming for over 30 countries with brands such as Coca-Cola, Instagram and Nike.

CONFERENCES

An entire day dedicated to inspiration. A fantastic opportunity to hear about some great Portuguese and international examples of courage in creativity.

Location: Mercado de Santa Clara

Time: from 10 a.m. to 8 p.m.

Max. Participants: 200

Email to register for the conferences: inscricoesccp2019@gmail.com

Admission: €10.00 / Day | Free admission for CCP members, students and teachers | Offer of entrances for the Festival's partners and sponsors.

DAVE TROTT: SIMPLE IS SMART. COMPLICATED IS STUPID.

(Conference in English)

Dave Trott, the British advertising agent, author of benchmark books on creativity and advertising, winner of the D&AD President's Award for Lifetime Achievement and current columnist for Campaign, will be in Portugal to talk about simplicity and to autograph his latest book, "Creative Blindness and how to cure it".

Time: from 10 a.m. to 10.40 a.m.

Synopsis:

"Simple is smart. Complicated is stupid. «

"If you can't explain it to an 11 year-old, then you haven't understood it" - Albert Einstein

The communications industry is full of people who try to make themselves look clever by being complicated. They think it's their job to impress the other people in the room. Rather than their job to reduce a difficult problem down to its simplest possible form. Something that the audience can understand and remember. Most communication doesn't work because it's not done for its audience. It's done for other communications people who are impressed with long complicated words. The intended audience has been left out of the loop.

ASK WHATEVER YOU LIKE - PEDRO BIDARRA WILL ANSWER

(Conference in Portuguese)

Time: 10.50 a.m. _ 11.30 a.m.

Synopsis:

He used to be a therapist at Hospital Miguel Bombarda and a pianist at Teatro Maria Matos, as well as a broadcaster and screenwriter. In over 20 years in advertising, he has received awards at practically all the most important Portuguese and international festivals: Cannes, One Show, Eurobest, NY Festivals. Fiap, Clube de Criação de São Paulo, Clube de Criativos and RTC. He was elected best copywriter of the year by CCP, best creative director of the year by CCP and by El Ojo de Iberoamerica and personality of the year by the Festival do Gramado.

Pedro Bidarra will be on stage at the Santa Clara Market and promises to answer any question the public wishes to pose.

THE DREAM TRAVELLER – NUNO MENDES, Chef

(Conference in Portuguese)

Talk moderated by Miguel Pires, Mesa Marcada Blogger

Time: from 11.40 a.m.to 12.20 a.m.

Nuno Mendes_ BIO

ENG_ Born and raised in Lisbon, Nuno Mendes has dedicated his life to exploring the many facets of what creates exceptional experiences within hospitality. Mendes is a pioneer in gastronomy, a traveller or 'viajante', combining first-hand experience on his family's farm in the Alentejo with unique ingredients and innovative techniques garnered during his travels. Nuno's first mark on London was in 2006, when he opened Bacchus in Hoxton, receiving critical acclaim for his avant-garde food. Following this, Nuno set up a new, ground-breaking concept called The Loft Project. It grew from an underground supper club movement to, what Nuno calls, a 'gallery for chefs'. It became a platform for Nuno to create new recipes whilst hosting informal dinner parties for willing and intrigued diners. Nuno then invited up-and-coming chefs from around the world take up residence and use The Loft Project as their platform to create and offer an intimate dining experience in Mendes' own home. In 2010 Nuno opened Viajante in the Town Hall Hotel. Set in the urban landscape of Bethnal Green, the restaurant received wide-spread recognition from critics as well as a coveted Michelin star within just nine months of opening. Viajante evolved from a local hotspot into an international destination. In May 2011 Nuno opened a more informal sister restaurant to Viajante named the Corner Room. At the start of 2014, Nuno left the Town Hall Hotel to pursue new endeavours and, in February 2014, announced his position as executive chef at Chiltern Firehouse, which opened to critical acclaim. In November 2016, Nuno Mendes and Andre Balazs together published Chiltern Firehouse, The Cookbook. Nuno returned to East London with the opening of Taberna do Mercado in 2015 at Old Spitalfields Market. A reinterpretation of food and flavours with wines from his native country, Portugal, Taberna was also the inspiration behind Nuno's first solo cookbook, Lisboeta (Bloomsbury Publishing, £26.00). Taberna do Mercado was awarded a Bib Gourmand within 6 months of opening and became a favourite of local chefs and international diners alike, until its closure in 2018. Nuno continues to explore the diversity and rich cultural tapestry of Portuguese cuisine throughout his many projects. 2018 also saw Nuno launch Mãos – a kitchen, table and wine room seating 16, at 41 Redchurch Street:19 a project that came to life in collaboration with his longstanding friend and founder of Hostem, James Brown. Mãos is set within Blue Mountain School, an interdisciplinary space dedicated to conceptual design, celebrating and nurturing engagement between diverse artistic practices. Most recently, Nuno has announced his position as Food and Beverage creative director at Bairro Alto Hotel in Lisbon. Originally opened in 2005 and celebrated as one of Lisbon's most characterful luxury hotels, Nuno joins Bairro Alto Hotel, due to reopen summer 2019, following a long expansion project. Nuno will not only curate the offering but also use the hotel – aptly located in the bohemian quarter of Lisbon – as a canvas across which to explore the relationship between hospitality, lifestyle and art. Alongside his many hospitality endeavours, Nuno Mendes is also co-founder of Fuel for Learning, an East London based business, working to bring nutritious and balanced food as well as improving dining cultures in schools.

Autograph Session with Dave Trott for his latest book “Creative Blindness and how to cure it”

Time: from 12.30 p.m. to 1 p.m.

LUNCH _ Street Food

CHACHO PUEBLA, CCO + MIGUEL SIMÕES, CEO: LOLA MULLEN GROUP

(Conference in Portuguese)

Time: From 2 p.m. _ 2.40 p.m.

Synopsis

Two fat men and a dog.

A conversation about Trust. Achievements. Failures. Culture. Awards. Rankings. Creativity. Clients. Laughter. Business. Friends. Travel. Children and Tura, a multi-award-winning dog

CREATIVES + BRANDS

Cycle of 4 talks between creative directors and their clients, to give an insight into their work processes. 4 examples of courage on the Portuguese creative scene.

1. Nuno Jerónimo (o Escritório) + Filipa Appleton (LIDL)

(Conference in Portuguese)

Time: From 2.50 p.m. to 3.30 p.m.

2. Ivo Purvis (Partners) + Lídia Monteiro (Turismo de Portugal)

(Conference in Portuguese)

Time: From 3.40 p.m. to 4.20 p.m.

3. Pedro Pires (Solid Dogma) + Luis Alcatrão (Underdogs Gallery) + VHLS Studio+ Tiago Silva (Iminente)

(Conference in Portuguese)

Time: from 4.30 p.m. to 5.10 p.m.

4. Eduardo Aires (Studio Eduardo Aires) + PORTO

(Conference in Portuguese)

Jorge Silva

Time: From 5.20 p.m. to 6 p.m.

+ DESIGN CONFERENCE

(Conference in Portuguese)

Jorge Silva, SilvaDesigners

Time: from 6 p.m. to 6.45 p.m.

JOANA VASCONCELOS: CREATIVES + DESIGNERS

Talk moderated by Luís Osório

Time: from 7 p.m. to 8 p.m.

Joana Vasconcelos (1971) lives and works in Lisbon. She has been exhibiting regularly since the mid-1990s. Her work became internationally renowned through her participation in the 51st Venice Biennale, in 2005, with the work *A Noiva* (2001-05). She was the first woman and the youngest artist to exhibit at the Palace of Versailles, in 2012. Other highlights of her career include the individual exhibition at the Bilbao Guggenheim Museum (2018); the project *Trafaria Praia*, for Portugal Pavilion at the 55th Venice Biennale (2013); her participation in the collective exhibition, *The World Belongs to You*, at Palazzo Grassi/François Pinault Foundation (2011); and her first retrospective, presented at the Museu Coleção Berardo, in Lisbon (2010). Also of particular note in her career are exhibitions at institutions such as: Museu de Serralves, Porto (2019); Royal Academy of Arts, London (2018); Musée d'Art Moderne et Contemporain, Strasbourg (2018); La Monnaie, Paris (2017); ARoS Aarhus Kunstmuseum, Aarhus, Denmark (2016); Museo Nacional Thyssen-Bornemisza, Madrid (2015); Waddesdon Manor - The Rothschild Foundation, Buckinghamshire (2015); Manchester Art Gallery, Manchester (2014); Tel Aviv Museum of Art, Tel Aviv (2013); Palácio Nacional da Ajuda, Lisbon (2013); CENTQUATRE, Paris (2012); Kunsthallen Brandts, Odense, Denmark (2011); Es Baluard, Palma de Mallorca (2009); Garage Center for Contemporary Culture, Moscow (2009); Pinacoteca do Estado de São Paulo (2008); The New Art Gallery Walsall, United Kingdom (2007); Istanbul Modern, Istanbul (2006); Passage du Désir/BETC EURO RSCG, Paris (2005); Centro Andaluz de Arte Contemporáneo, Seville (2003); Múcsarnok, Budapest (2002); Museu da Eletricidade, Lisbon (2001); and Museu de Arte Contemporânea de Serralves, Porto (2000). Her work is a part of numerous public and private collections, notably: Amorepacific Museum of Art, Seoul; ARoS Aarhus Kunstmuseum, Aarhus, Denmark; Caixa Geral de Depósitos, Lisbon; Lisbon City Council; Paris City Council; Centro de Artes Visuales Fundación Helga de Alvear, Cáceres, Spain; Domaine Pommery, Reims, France; Fondation Louis Vuitton, Paris; FRAC Bourgogne, Dijon, France; Fundação EDP, Lisbon; Gerard L. Cafesjian Collection, Erevan, Armenia; MUSAC, León, Spain; Museu Coleção Berardo, Lisbon; National Museum of Women in the Arts, Washington, DC; Pinault Collection, Paris and Venice; and The Rothschild Collection, Waddesdon, Buckinghamshire.

Pedro Osório

He's 47 years old. He headed newspapers and a radio station. He devised television programmes, staged a play, took part in government committees, coordinated the political communication for a presidential campaign and is a business consultant. He has done political commentary, directed documentaries and has been awarded as a journalist and creative artist. He has published seven books, the most recent "*Mãe, promete-me que lê*". This follows on from *Queda de um Homem*, his first novel. He has four children.

18TH MAY 2019

Creative Market inside Mercado de Santa Clara.

There is free admission to all the Exhibitions from 10 a.m. to 8 p.m.

GALA

Location: ETIC - ESPAÇO ATMOSFERAS

Entry: Guest List

7.30 p.m. _ Guest reception

8.30 p.m. _ Awards ceremony _ Sala Atmosferas

_ FOX Creative Awards _ Challenge Winners

_ YL Awards _ Presentation CCP Membership Card to the winners

_ Career Award

_ 11th CCP Festival 2019 Awards _ Host Guilherme Duarte

_ CCP 2019 Grand Prize _ Sponsor Jogos Santa Casa

CLOSING PARTY _ RIVE ROUGE

Free entry with the right to one drink for all Gala guests, with a Clube Criativos wristband/invitation.

Location: Rive Rouge

Time: 11 p.m. _ 4 a.m.

19TH MAY 2019

Creative Market, open-air activities and last day to visit exhibitions.

+ ACTIVITIES

Location: Jardim Botto Machado

+ Creating wooden puzzles, Obuq

Come and put together wooden puzzles of amazing creatures!

Time: 11 a.m. to 1 p.m.

Max. Participants: 10

Minimum age: 6 years of age accompanied by an adult

Cost: €12.00/pax + including a free puzzle

Registration by email: inscricoesccp2019@gmail.com

+ A Lógica da Batata (The Rationale of the Potato), Stolen Books

Come and learn how to create posters and fanzines using stamps made from potato etchings.

Time: 3 p.m._ 5 p.m.

Max. Participants: 10

Minimum age: From 10 to 100

Cost: €15.00/pax

Registration by email: inscricoesccp2019@gmail.com

+ Pills for modern society - Creative blocks anditodes with Diana de Almeida Rafael

Time: 11 a.m. to 12h30 a.m.

Max. Participants: 30

Cost: €30.00/pax

Registration by email: inscricoesccp2019@gmail.com

EXHIBITIONS

Art, Schools, Film, Photography, Illustration, Letters, Music and Technology.

Location: Mercado de Santa Clara | Polo Cultural de São Vicente | Jardim Botto Machado

Date: 15th to 19th May

Times: 10 a.m. to 8 p.m.

Free Admission

ART

Curator: Nuno Presa Cardoso

WITHOUT FEAR

Every artist has works that are not so great. Works that didn't please. That were not understood. That didn't sell. Pieces that are stored in a basement waiting for better days. It's one of those works we'd like you to exhibit again. But it's not just that. Within the scope of CCP's Creative week, this year, under the theme "Without Fear" I'm challenging various undaunted artists to brandish their less successful works and show their courage by working on them. By throwing a bucket of paint over them? Burning them? Cutting them? Disintegrating them? Reinterpreting them? Whatever. Without Fear.

Curator - Nuno Presa Cardoso

Artists:

Nuno Vasa; Filipe Cravo; Marco Dias; José Lourenço; Zeca; Wasted Rita; Ricardo Gaspar

ESCOLAS CRIATIVAS_ Sponsor Retrai

Curator: Ruben Ferreira Duarte

Creative Educational Community

We believe in the Clube de Criativos (Creative Artists' Club), as a meeting "place" for the creative community. A prime space for fearlessly challenging and sharing the many ideas, transformed into messages and images, through keyboards and vectors that the community produces every day for the brands that populate our imagination. But the Club isn't just a place for "full-blown" ideas, it's also a space for ideas and professionals who have just started out and is also a space for schools. We believe that through this exhibition, it will be possible to bring to the Club so much high-quality work that is made by finals students nationwide in a wide range of communication working areas and that may enrich our Festival, made by and for Escolas Cri.ativas.

Participating schools:

EDIT Digital Disruptive Education; ESAD - Escola Superior de Artes e Design de Matosinhos; ESAP - Escola Superior Artística do Porto; ESTAL - Escola Superior de Tecnologias e Artes de Lisboa; FLAG; IPCA ESD - Instituto Politécnico do Cávado e do Ave - Escola Superior de Design; IPCB ESART - Instituto Politécnico de Castelo Branco - Escola Superior de Artes Aplicadas; IPL ESAD CR - Instituto Politécnico de Leiria - Escola Superior de Artes e Design das Caldas da Rainha; IPL ESCS - Instituto Politécnico de Lisboa - Escola Superior de Comunicação Social; IPP ESTG - Instituto Politécnico de Portalegre - Escola Superior de Tecnologia e Gestão; ISMAI - Instituto Universitário da Maia; ISMAT - Instituto Superior Manuel Teixeira Gomes; UBI FAL - Universidade da Beira Interior - Faculty of Arts and Letters; IADE Universidade Europeia - Faculty of Design, Technology and Communication; UE EA - Universidade de Évora - Art School; UL FA - Universidade de Lisboa - Faculty of Architecture; UL FBA - Universidade de Lisboa - Faculty of Fine Art - Post-Graduation in Digital Experience Design; UL ECATI - Universidade Lusófona - School of Communication, Architecture, Art and Information Technology; UP FBA - Universidade do Porto - Faculty of Fine Art; World Academy.

FILM

Curator: Pedro Varela

"The darkness of the projection room, the vertigo of the image and the labyrinth of the sound..."

This idea was the starting block for the concept for the physical space for the Film curating. The black box is the place where we can hear and see works that are relevant for their courage, irreverence and narrative

innovation. 10 unforgettable films by authors such as Andreas Nilseen, David Droga, Hermeti and Ana Balarin, Hito Murai, João Coutinho, Kim Gehrig, Luciana Cani, Marta Rico, Reed Morano and Spike Jonze... which share unique stories with us, stories that are decisive for their professional career and which underline the "Without Fear" relationship between directors and creatives and which reveal two perspectives of the a single creation, where "Fear" is always present, in this relationship that is so intense and simultaneously, fragile.

SEM MEDOS - WITHOUT FEAR - SIN MIEDO - PAS DE PEUR - NESSUNA PAURA_

5 Guest Directors to be revealed soon

5 Guest Creative Artists to be revealed soon

PHOTOGRAPHY

Photographic Curatorship | Luis Mileu

"FÚRIA"

Ricardo Bravo

Mar da Nazaré - evolution of concepts explored in the series "Pulsar" - colour, shapes and textures to feel the heartbeat of the ocean - now focused on the pure and vibrant energy of Nazaré's sea, alternating between fine details, seascapes and the differences in scale which show how insignificant Man is in before the force of Nature, while it explore the play of light and shadow that is created among the living forms that the ocean takes on when releasing its energy. Extremely well-known in the surfing world, Ricardo Bravo is one of the most prestigious photographers of this particular sport. What leads me to him is the work he carried out in Nazaré, and on its famous canyon.

website: www.ricardobravo.com

"VIENE Y VA"

Tiago Figueiredo

The Lisbon no-one wants to see: crack, solitude and prostitution. A parallel reality among cheap hotel rooms and drug spots.

"For over two months I wandered around Intendente, one of Lisbon's historic neighbourhoods, which has been stigmatised for decades due to prostitution and substance abuse. I went in search of that reality that is parallel to the city's renovation and tourism success."

website artist || *Exhibition not accessible to those under 18.*

website: www.tiagofigueiredo.com

ILLUSTRATION

Curator: André da Loba

PRATA DA CASA

Prata da Casa is a street exhibition carefully collected by André da Loba for Clube de Criativos de Portugal in May 2019 and represents over a hundred magnificent contemporary authors, all quite different, some old, others young, some raw, others polished, all of whom are wise, in black and white and are without fear, with the idea of generating material for Portuguese illustration to receive critique and be disseminated among agencies, artistic directors, creative artists, publishers and contractors of this type of work in general. The amount of talent represented here is never-ending. What these artists can do with their hands and minds is incredible. Let this be a reason for treating the authors with distinction, respecting their voice, time, remuneration and patience. Give your eyes a feast and give their pockets a feast.

Curator: André da Loba

Illustrators:

Adamastor, Agata Gonçalves, AKA Corleone, Alex Gozblau, Alice Geirinhas, Amalteia, Amanda Baeza, Ana Biscaia, Ana Braga, Ana Maçã, Ana Seixas, Ana Types, Ana Ventura, André Carrilho, André Letria, André Neves, André Ruivo, Andy Calabozo, António Jorge Gonçalves, Bárbara R., Benjamim, Furtado Martins, Bernardo Carvalho, Bráulio Amado, Bruno Borges, Bruno Lisboa, Carolina Búzio, Carolina Celas, Carolina Maria, Catarina Glam, Catarina Sobral, Caver, Chei, Clara Não, Claudia Lancaster, Cláudia Sofia, Contra,

Cristina Sampaio, Daniel Lima, David Penela, Delfim Ruas, Dylan Silva, Elleonor, Ema Gaspar, Emílio Remelhe, Fátima Moreno, Gémeo Luís, Geminiano Cruz, Germes Gang, Gonçalo Duarte, Gonçalo Mar, Gonçalo Viana, Guilherme Figueiredo Magma, Half Studio, Helena Ruão, Inês Costa, Inês Machado, Internet Jane, Joana Estrela, Joana Pardal, Joana Rosa Bragança, João Drumond, João Fazenda, João Sobral, Julio Dolbeth, Kruella d'Enfer, Lara Luís, Laro Lagosta, Leonor Zamith, Lince Rebelo, Lord Mantraste, Los Pepes Studio, Luís Cepa, Madalena Matoso, Margo, Maria Goes, Maria Remédio, Mariana Malhão, Mariana Miserável, Mariana Mizarela, Mariana Pita, Mariana Rio, Mário Belém, Marta Duarte Dias, Marta Madureira, Marta Monteiro, Mots , Mynameisnot Sem, Nicolau, Nuno Saraiva, Oker, Oupas!, Pedro Lourenço, Pedro M S, Pedro Proença, Perky Mary, Rachel Caiano, Rita Ravasco, Rui Moura, Rui Vitorino, Sara Feio, Sebastião Peixoto, Serafim Mendes, Silvia Rodrigues, Sílvio Teixeira, Simão Simões, Sol Costa, Susa Monteiro, Susana Carvalhinhos, Teresa Carreira, Teresa Cortez, Tiago Galo, Tiago Guerreiro, Tina Siuda, Tomba Lobos, Uma Joana, Vasco Mourão, Vera Tavares, Vicente Nirõ, Yara Kono, Zé Miguel.

LETTERS

Letters Curator: João Madeira da Silva

VERBALISE

We all fear something. And we can all overcome it. One of the best ways to do so is to verbalise. Let it all out. Give it some form. We're going to suggest that 30 creative artists and all the visitors at our event verbalise and expose their fears so that these become smaller and less important. It could be an short story, a poem, a thought or a word. But it must have letters.

Art Direction: Paulo Perdigão

Participants: Alexandre Couto, Alexandre Mendes, Ana Sofia Castanho, Ana Magalhães, Andreia Ribeiro, André Pereira, Bruna Gonzalez, Bruno Ferreira, Catarina da Silva Henriques, Cátia Domingues, Diana Machado, Eduardo Tavares, Francisco Chatimsky, Francisco Correia de Barros, Guilherme Geirinhas, Jaime Nascimento, José Pedro Sousa, Leo Gomez, Leonardo Pinheiro, Mafalda Quintela, Maria Inês Sá Carvalho, Mariana Lancastre, Miguel Durão, Miguel Trigo, Nádia Silva Pinto, Nuno Dorés, Pedro Gaspar, Pedro Gonçalves, Pedro Pinho, Raoul Van Harten, Rita Carmo, Rita Salvado, Sérgio Gomes, Sofia Moutinho, Susana Albuquerque, Tiago Silva, Vasco Gaspar, Vasco Mendonça, Vasco Thomaz, Viton Araújo.

MUSIC

Curator: Pedro Gonçalves

WITHOUT FEAR OF THE EXHIBITION

Creating is insecure. It exposes us and diminishes us in the face of the assessment of others. That is why it's only natural that what a musician creates ends up far from the great ear known as the audience. Each musician has their own criterion. And when their own music doesn't reach the heights of their own criterion, for whatever reason, it often ends up in the strong-hold of oblivion. "Sem Medo da Exposition" (Without Fear of the Exhibition) is an exhibition of letters and music by Portuguese authors that have never yet been publicly exhibited. Where people we listen to with admiration expose what until now they considered unworthy of being exhibited. Where great musicians expose themselves. Without fear.

Guest artists: Sam the Kid, Rita Redshoes, Moullinex, The Gift, Orelha Negra, Señoritas, Benjamim, Sensible Soccers, Bruno Pernadas, Rui Reininho, Batida, Adolfo Luxúria Canibal.

MINI INTERACTIVE GALLERY, Creative curatorship based on technology

Curatorship Eduardo Pinto

Two pictures, two unusual worries.

These worries deserve to be explored. But pay attention, because they're also watching us.

Don't be afraid to enter, explore different perspectives and to get up close!

The content of the pictures has been developed by the following artists:

- **Filipa Falcão - CEO @ Olga Studio** (picture "Ghosting")

The interactivity of the pictures was created and developed by **We Are Interactive - weare.pt**

Programming by João Silva.

Structure production by Diogo Conceição

Guests: Olga Studio and Sofia Pedro, RTP.

HELLO DARKNESS MY OLD FRIEND
Installation by Gonalo Santana

And if fear were a light that came on in the dark and lit up the abyss for us?
Rather than a plunge into the darkness, this installation is a confrontation with ourselves.
An immersive, sensory and poetic experience that reflects that moment of solitude when you're in the dark and have to face the fears that are buried within you.
That is why it is also an exercise in courage and endurance.
Of facing the dark and the words that light up inside it.
Enter without fear, where there is no light there is peace and quiet.

ILUSTRA 33 Sponsor EDP

Jorge Silva, Ilustra 33's curator is presenting the Seventh edition of this collective exhibition which brings to light 33 very young illustrators, who, without fear, face the whiteness of the paper, walls and screens to assert the amazing future of Portuguese illustration.

Curator: Jorge Silva

Guest illustrators: Coming soon

AND ALSO:

ONE SHOW WINNERS 2019

Those awarded at One Show 2019 are presented for the first time outside New York, one week after the festival has taken place. Don't miss it.

Location: Polo Cultural de Santa Clara

ADCE WINNERS 2018

All those awarded at the ADCE 2018 festival which took place in Barcelona.

Location: Polo Cultural de Santa Clara

EXPO SHORTLIST CCP 2019

Advertising (Sagres logo)
Design (Roca logo)
Digital and Social (Worten)
Brand Experiences (CTT)
Craft (Continente)
Integration and Innovation (Fidelidade)

Grande Prémio CCP

Powered by Jogos Santa Casa

"Melhores do Design" (The Best in Design)

The exhibition "Melhores do Design" (The Best in Design) will occupy the Roca Lisboa Gallery, where all the work that reached the Design short-list of the CCP 2019 Festival will be displayed.

The inauguration is on 28th May and it will run until September 2019, with free admission.

END