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## Pedro Falcão

design de comunicação communication design



#### Coleção 🕦

#### Pedro Falcão

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in the search for perfection.

Parceiros / Partners







## Pedro Falcão

prefácio de José Bártolo preface by José Bártolo



#### Pedro Falcão: Intuition and Reason

"My errors were more fertile than I ever imagined"

Jan Tschichold quoted by Pedro Falcão in the text for the exhibition Post-It (1998)

When we look at a particular work by a designer — this poster or this catalogue — we generally become concerned with understanding how the solution was found to a specific problem: the use of the support, or of grids, or the typographic choices. But if we step back from a particular piece and focus our attention on the journey taken by the designer's work, then we inevitably seek a style, the artist's particular mark, his or her own language.

The characteristics of Pedro Falcão's work may hinder our efforts to pick out an authorial identity from among the range of particular solutions. Their richness and diversity seem to invite us to separate out different registers as autonomous bodies of work — separating the work of the graphic designer from that of the musician, the visual artist, the curator — and even creative sub-registers — separating, within his graphic work, for example, the type-design projects from the publishing, branding and poster projects, as well as many others that function on different supports and contents.

An alternative way of thinking critically about his work, one that is doubtless more appropriate and interesting, involves seeking a *sense of unity* within an — intentional and controlled — diversity of registers, supports, media, languages and clients.

When, in the late 1990s, Pedro Falcão's work first came to the attention of the public in the context of the projects developed by A062, the association run by Pedro Falcão in Caldas da Rainha, any attempt to compartmentalise it would have been unthinkable. Exploring, in a way that was sometimes natural and intuitive, the contamination that takes place between the visual arts, performance,

#### Pedro Falcão: Intuição e razão

«Os meus erros foram mais férteis do que alguma vez pude imaginar» Jan Tschichold citado por Pedro Falcão no texto da exposição Post-It (1998)

Quando olhamos para um trabalho específico de um designer — este cartaz ou este catálogo — a nossa preocupação passa geralmente por perceber a solução encontrada para resolver um problema determinado: exploração do suporte, uso de grelha ou escolha tipográfica. Mas se nos afastarmos de um trabalho em particular e focarmos a nossa atenção no percurso da obra do designer, então o que inevitavelmente procuramos é um estilo, uma determinada marca de autor, uma linguagem própria.

As características da obra de Pedro Falcão poder-nos-ão colocar um embaraço a esse esforço de identificar, no conjunto de soluções particulares, uma identidade autoral. A sua riqueza e diversidade parece convidar a que separemos, como obras autónomas, diferentes registos – separando o trabalho do designer gráfico, do músico, do artista plástico, do curador – e mesmo sub-registos criativos – separando, por exemplo dentro do trabalho gráfico, os projetos de *typedesign*, de editorial, de identidade, de cartaz e muitos outros que trabalham diferentes suportes e conteúdos.

A alternativa, no modo de pensar criticamente a obra, sem dúvida mais ajustada e interessante, passa pela procura de *um sentido de unidade* dentro de uma diversidade—intencional e controlada—de registos, suportes, meios, linguagens e clientes.

Quando no final da década de 1990, o trabalho de Pedro Falcão ganha expressão pública, no contexto dos projetos desenvolvidos pela A062, associação dinamizada por Pedro Falcão nas Caldas da Rainha, seria impensável qualquer tentativa de compartimentação. Explorando, por vezes natural e intuitivamente,

graphic design, music and rock culture, those projects expressed, at first glance, the rhythm and creative energy that also resulted from quoting and reinterpreting diverse languages: from punk to the kinetic movement.

However, a closer look reveals that the *authorial* nature of these early works (such as *Independent Worm Sallon*, Sociedade Nacional de Belas-Artes, 1994) is thought out and practised, resulting above all from a creative methodology based on three resources that would come to mark Pedro Falcão's later work.

The first of these resources – kineticism – is transported from the field of cinema to that of design. As we shall see, many of the artist's works employ a cinematographic editing and montage model [particularly well achieved in the publication  $Silver\ Rocket\ (2007)$ , and magisterially realised in the catalogue for Rui Chafes's  $Involução\ (2008)$ ]. There is also a constant sense of the cinematic, achieved by means of the rhythmic and performative exploration given to the composition that is particularly explicit in the early works [ $Use\ and\ Abuse\ Shots\ (1996)$ ].

The second of these resources – *seriality* – is transported from the field of contemporary music to that of design. In many of Pedro Falcão's works, either through his own choice or as a condition of the commission, he creates a series. Creating a series allows the designer to define a model and to explore variations on it. The methodical use of seriality, so evident in some of his artistic work (*Dez*, 2005; *140 campos*, 2008), is also masterfully explored in graphic projects in the areas of publishing (good examples of which are the small-format catalogues for the temporary exhibitions at CAMJAP and the catalogues for Chiado 8) and the poster (the beautiful series of posters for the Architecture Department of the Universidade Autónoma de Lisboa).

a contaminação entre artes plásticas, *performance*, design gráfico, música e cultura rock, aqueles projetos expressavam, a um primeiro contacto, esse ritmo e energia criativa resultantes, também, da citação e reinterpretação de diversas linguagens: do *punk*, ao movimento cinético.

Porém, a um olhar mais atento, percebe-se que a autoralidade é, já nesses primeiros trabalhos (como *Independent Worm Sallon*, Sociedade Nacional de Belas-Artes, 1994), pensada e ensaiada, resultando sobretudo de uma metodologia criativa assente em três *recursos* que vão marcar a obra ulterior de Pedro Falcão.

O primeiro desses recursos é transportado do campo do cinema para o campo do design: cinetismo. Como veremos, em muitos trabalhos do autor, há um modelo de edição e montagem cinematográficos [particularmente conseguida na publicação Silver Rocket (2007) e magistralmente realizada no catálogo de Involução (2008) de Rui Chafes], para além de um constante sentido cinemático, conseguido através da exploração rítmica e performativa dada à composição, muito explicita nomeadamente nos primeiros trabalhos [Use and Abuse Shots (1996)].

O segundo desses recursos é transportado do campo da música contemporânea para o campo do design: serialidade. Em muitos trabalhos de Pedro Falcão, por opção própria ou por constrangimento da encomenda, trabalha-se uma série. O trabalhar a série permite ao designer definir uma matriz e sobre ela explorar variações. O recurso metódico à serialidade sendo muito evidente em algum trabalho artístico (Dez, 2005; 140 campos, 2008), é igualmente explorado com maestria em projetos gráficos, ao nível do editorial (de que são bons exemplos os catálogos de pequeno formato para as exposições temporárias no CAMJAP e os catálogos para o Chiado 8) e ao nível do cartaz (a belíssima série de cartazes para o Departamento de Arquitetura da Universidade Autónoma de Lisboa).

The third of these resources — construction — has its origin in the field of design itself. Without going into details of the history of graphic design, it seems clear to us that in the work of this Portuguese designer (unusually, if we look at his generation) there is a logic of construction, a visual syntax, that guides the composition. Above all, it arises through the use of the grid, the weight of the typography, and the use of layers which, guaranteeing the compositional structure, allow variation and experimentation to take place. Various projects exemplify this logic of construction, which is also based on remarkable technical rigour (typographical rigour, attention to the printing process, to the quality of the paper, to the orientation of the fibre, etc.). These projects range from graphical identity, a project undertaken in collaboration with the architecture project for MUDE (the Museu do Design e da Moda) to the catalogues for the Prémio EDP Novos Artistas (2009) and Gravura by João Pedro Croft, via exhibition projects such as Le Corbusier; Nove (2003) or 22 em dash (2005), or the previously mentioned series of posters for the UAL.

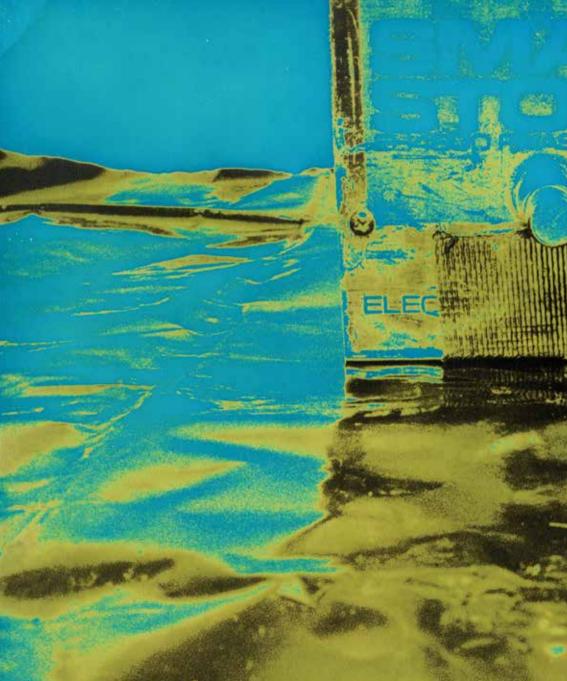
In work that is so open to the exploration of crossings — between music, painting, cinema, photography, and design — these three resources make it possible to identify an *author*. And while it is clear that this artist's work possesses its own language, this authorship does not derive from a style but from something deeper and more critical: a conscious, critical and rigorous *sense of project*, wherein lies the key to interpreting Pedro Falcão's graphic work, the key to understanding its contemporaneity and universality.

José Bártolo, Professor and design critic O terceiro desses recursos tem a sua origem no próprio campo do design: construção. Sem entrar em detalhes ao nível da história do design gráfico, parecenos evidente haver no trabalho deste designer português, de uma forma rara se olharmos para a sua geração, uma lógica de construção, uma sintaxe visual, orientadora da composição: dada sobretudo pela utilização da grelha, pelo peso da tipografia, pelo uso dos layers, que, garantindo a estrutura compositiva, permitem variação e experimentação. Diversos projetos exemplificam esta lógica de construção, assente também num notável rigor técnico (rigor tipográfico, atenção ao processo de impressão, à qualidade do papel, à orientação da fibra, etc.): da identidade gráfica, projeto desenvolvido em colaboração com o projeto de arquitetura, do MUDE — Museu do Design e da Moda, aos catálogos Prémio EDP Novos Artistas (2009) e Gravura de João Pedro Croft, passando pelos projetos de exposição, como Le Corbusier; Nove (2003) ou 22 em dash (2005) ou pela já referida série de cartazes para a UAL.

São estes três recursos que permitem, numa obra tão fértil à exploração de cruzamentos — música, pintura, cinema, fotografia, design — identificar um autor. E se é evidente que na obra deste autor há uma linguagem própria, essa autoria não deriva tanto de um estilo, mas antes de algo mais profundo e crítico, um sentido projetual consciente, crítico e rigoroso. É na compreensão desse sentido projetual que reside a chave da leitura da obra gráfica de Pedro Falcão, a chave de compreensão da sua contemporaneidade e da sua universalidade.

José Bártolo, Professor e crítico de design

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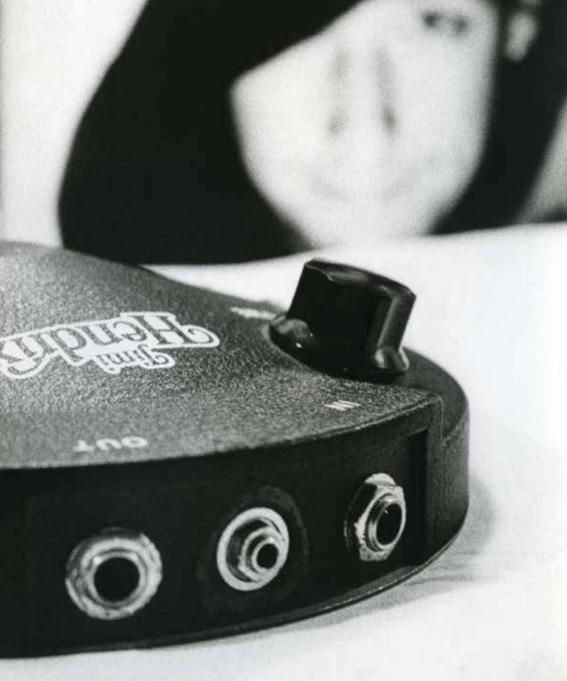




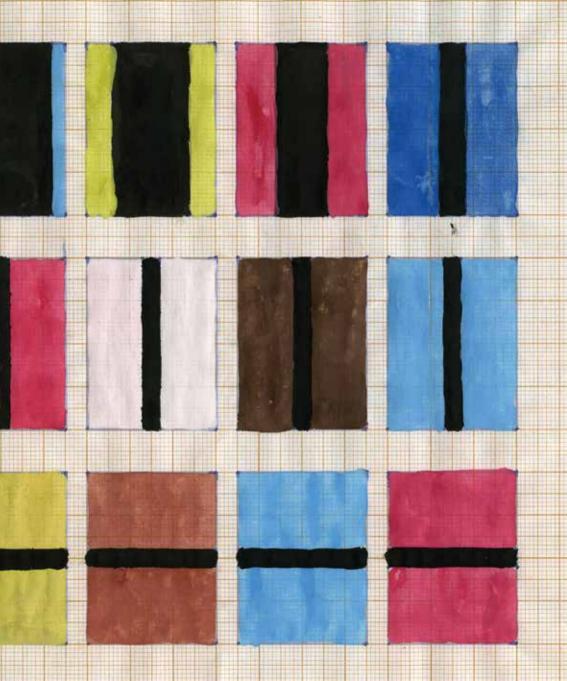


















PROJECT

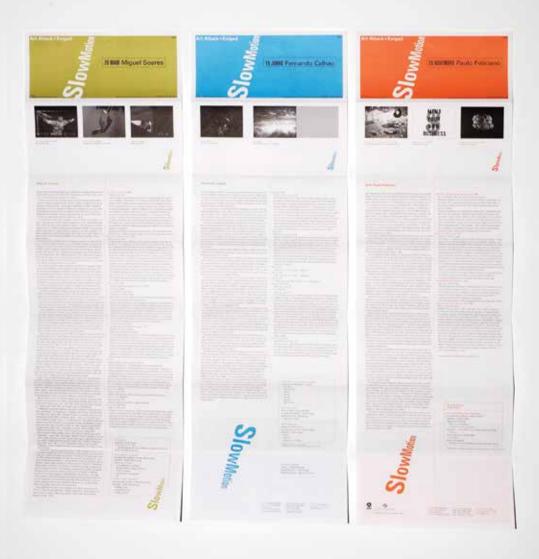
PROJECT

14.09.06 14.10.06 PEDRO DINIZ REIS

















Caldas da Rainhi

- MAR Alexandre Estrela
- MAR António Olaio
- MAI Miguel Soares
- JIM Noé Sendas
- III Paulo Carmona
- III Ana Léon
- NOV Rui Toscano
- **IIII** Tone Scientists
- MI Pedro Tropa
- III Pedro Paixão

W/Motion

2000 | 2001 | 2002

páginas 10 e 11 pages 10 and 11 Estudo para logótipo Logotype sketch A062, Associação 062, 1993

páginas 12 e 13 pages 12 and 13 Fotografia Photograph sem título untitled, c. 1992

páginas 14 e 15 pages 14 and 15 Cartaz Poster Tina & The Top Ten, Associação 062, Serigrafia Screen print, c. 1998

páginas 16 e 17 pages 16 and 17 Fotografia Photograph sem título untitled, c. 1992

páginas 18 e 19 pages 18 and 19 Estudo Sketch 7 em dash, Guache sobre papel Gouache on paper, 2007

páginas 20 e 21 pages 20 and 21 Convites Invitation cards Voyeur Project View, 2006-2007 páginas 22 e 23 pages 22 and 23 Cartaz Poster Slowmotion, Associação 062 / Art Attack, Estgad, 2000-2002

páginas 24 e 25 pages 24 and 25 Desdobráveis Leaflets Slowmotion, Associação 062, 2000-2002

página 26 page 26 Cartaz Poster Slowmotion, Associação 062 / Art Attack, Estgad, 2000-2002

páginas 28 e 29 pages 28 and 29 Cartazes Posters Associação 062 / Art Attack, Estgad, Serigrafia Screen print, 1996-2003

páginas 30 e 31 pages 30 and 31 Intervenção Intervention Revolwers, The Lisbonaire Apartments, 2010







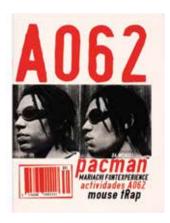






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# CAÇADORES ARTIGOS CRIM 1 1





In the late 1990s, in Caldas da Rainha, an independent and geographically versatile project appeared as an essential element in the presentation of the work of contemporary creators. Between 1996 and 2003, Pedro Falcão's Art Attack and Associação 062 showcased both artists who began their careers in the early 1990s as well as recently emerged creators who staged their first exhibitions there.

The whereabouts of "there" varied - based in Caldas da Rainha, this project occupied both a vacant flat belonging to one of the members of the association, the window of a cafe and later a glass-walled room in the gardens of the Ceramics Museum. But Art Attack did not limit themselves to the city of Caldas da Rainha, staging some exhibitions in Lisbon (at the Cisterna Gallery of the Faculdade de Belas-Artes, Galeria ZDB, and Palácio Rosa, as part of the Festas de Lisboa). A few years later, it became clear that one of the essential and defining characteristics of this project was the extent to which it represented a crossover between the visual arts and design, a trend that is still current. Inseparable from any of the exhibitions staged by Art Attack are the graphical materials meticulously created by Pedro Falcão for each of them. These materials turned out to be not only a communication medium but also an integral part of each "attack".

No final dos anos 90, nas Caldas da Rainha, um projeto independente e geograficamente versátil apresentou-se como imprescindível na apresentação da obra de criadores contemporâneos. De 1996 a 2003, o Art Attack de Pedro Falção e da Associação 062 mostrou tanto artistas que começaram a sua carreira no início dos anos 90 como também novíssimos criadores que tiveram ali das suas primeiras exposições. O «ali» era variável — centrado nas Caldas da Rainha, este projeto ocupou tanto um apartamento vago de um dos membros da associação, como uma vitrina de um café ou mais tarde uma sala envidraçada no jardim do Museu da Cerâmica. Mas o Art Attack não se cingiu à cidade das Caldas da Rainha fazendo também algumas exposições em Lisboa (na Cisterna da Faculdade de Belas-Artes, na Galeria ZDB ou no Palácio Rosa, integrado nas Festas de Lisboa). Passados anos, uma das características essenciais e marcantes deste projeto foi o cruzamento precioso, uma questão ainda atual, entre as artes plásticas e o design. Indissociáveis de qualquer das exposições realizadas pelo Art Attack estão os materiais gráficos realizados cuidadosamente por Pedro Falcão para cada uma delas. Materiais esses que se revelaram não apenas um suporte de comunicação mas parte integrante de cada «ataque».

ART ATTACK APVESENTA NO MUSEU DE CERÂMICA. 18 DE ABRIL-22H. ATÉ 24 DE MAID. 199

### TONE SCIENTISTS

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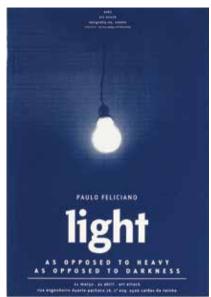






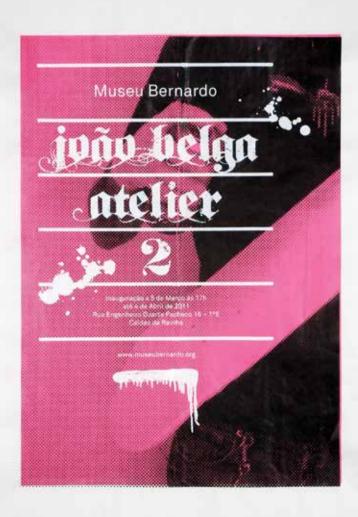


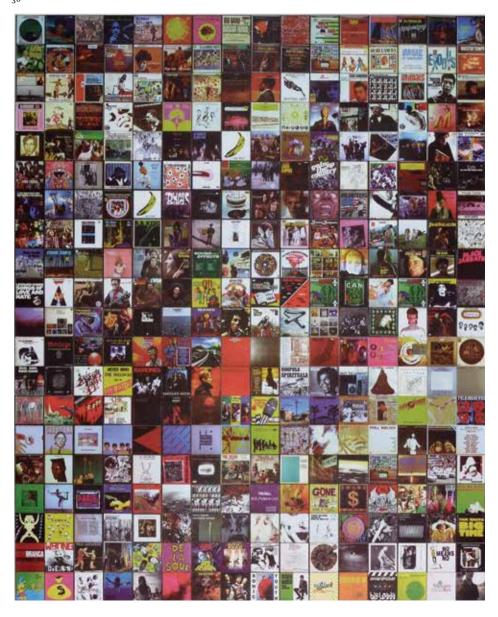












ART ATTACK + MUSEU DE JOSÉ MALHOA INSTITUTO DE ARTE CONTEMPORANEA / A062 M. J. MALHOA - CALDAS DA RAINHA



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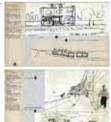
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Valley Section: um painel do "buiste", parte do projecto da Christa Donness I an (1993-65)

Valley Section: um-painel

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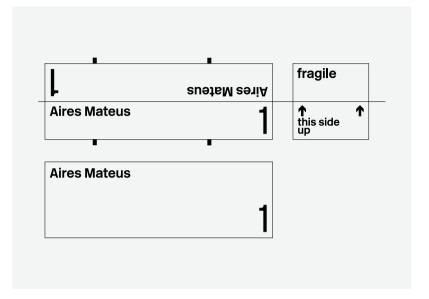


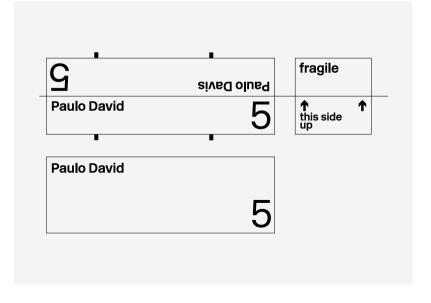
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### OVER LAPPINGS

## six portuguese architecture studios

- 1 Aires Mateus
- 2 Bak Gordon
- 3 Bugio. João Favila
- 4 I.Lobo
- 5 Paulo David
- 6 Ricardo Carvalho + Joana Vilhena







### I. Lobo

### Process / Transform / Built / [Re]Use

The process is laboratorial, interdisciplinary and depends on personal knowledge

To transform is to accept that transformation itself cannot end with what it is built.

A construction is not strong. Because it is beautiful or brutal. But because of the association of ideas it provokes. Is indifferent and fitting. In 1932 the Dutchman Jan Ort was studying the stars moving away from the Milky Way. Soon, as predicted, gravity pulls them back, By measuring the positions and speeds of the repatriated stars, Ort was able to calculate the mass of our galaxy. Imagine his surprise on discovering that visible matter only represented fifty percent of the mass needed to exert the necessary gravitational force. So where had the other half of the Universe gone? Phantom matter was born, omnipresent, but invisible. Responsibility starts with the dream and is shaped by the needs of the working process itself. Responsibility is not about what we want, but about what is imposed to ourselves. To walk is always to suspend the certainty of what we'll find. Mutation is part of the process, clarity is part of construction.



### School in Évora

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clear.
[+]addition
A building is added that substitutes the

A building is added that substitutes the annexes, this configuring the courtyard afresh, with associated workshops, a cafeterie and a lean-to. Other infrastructures were added to the existing spaces, which provide the nec-essary facilities for teaching, and extra fur-

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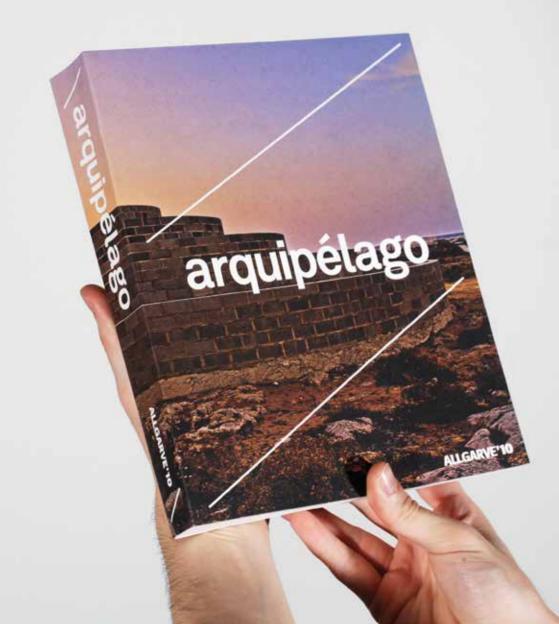
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Hydraulic Installations
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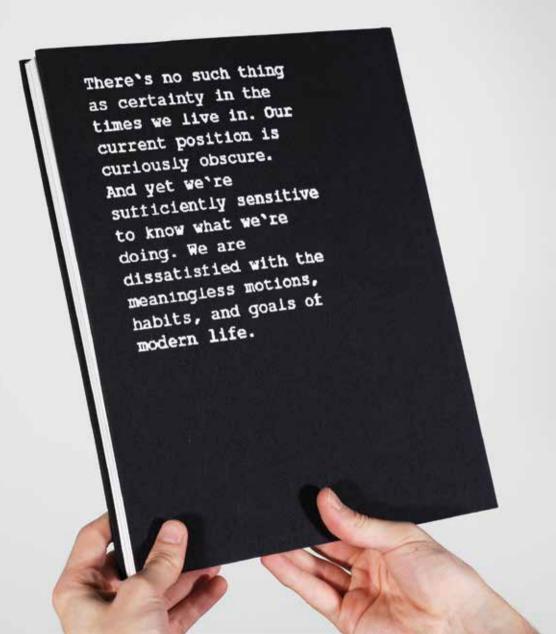




## PARA ALÉM DO CONSUMO BEYOND CONSUMPTION

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DESCRIPTION
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DENVENTAR A DISPONIBILIDADE



# Possibility of Everything

JOÃO PAULO FELICIANO OBRAS SELECCIONADAS SELECTED WORKS 1989/1994

CULTUROSAT

Chiado 8

LUISA CUNHA
NUNO RIBEIRO
AUGUSTO ALVES DA SILVA
JOSÉ LOUREIRO
JOÃO QUEIROZ
ANDRÉ SOUSA
ANDRÉ GUEDES
LEONOR ANTUNES
ALEXANDRE ESTRELA
ANA JOTTA
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ANDRÉ GUEDES

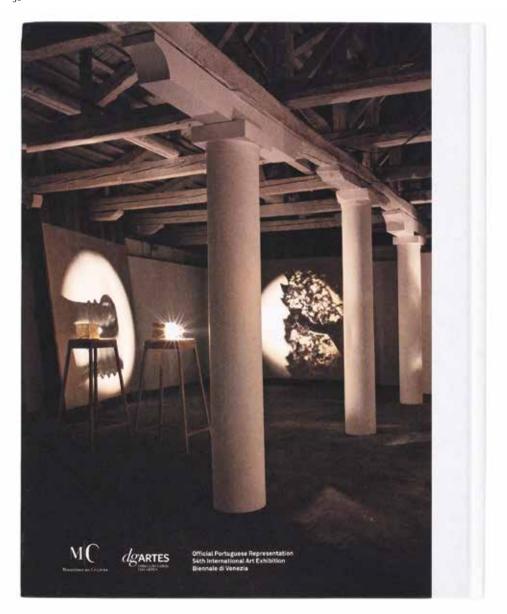
JOSÉ LOUREIRO

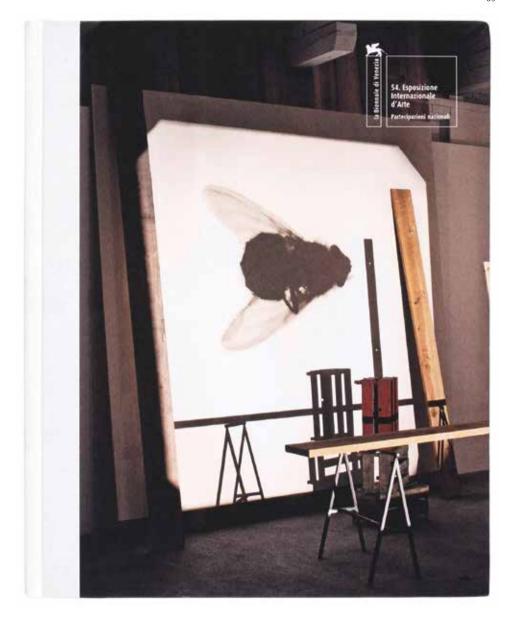
ANA JOTTA JOÃO QUEIROZ



54th International Art Exhibition June 4 / November 27 Biennale Arte 2011

## Scenario Francisco Tropa







from the hurried, uninterested and distanced viewer. In radical dissonance with a contemporaneity that prefers empirical judgment, the instrumental and distanced recollection of history, the discernable reason of gestures, Francisco Tropa sets out another path, restoring other modes and rhythms, for a viewer open to the subjective potential of 'non-discernment', open to recovering or awakening the original and paradoxical experience provided by time and space, in a challenge made of discontinuities and slowdowns which reconciles the work of receiving with the fluidity of imagination and recollection. This Scenario is hence definitely the space of alterity, of alteration, in which inside and out, mind and body, nature and art stop being dissociable notions. It is a space wherein imagery is taken as being a large theatre of memory – ample, involuntary, inventive and metamorphic – whose existence is regenerated in each sufficiently creative image to mobilise the viewer's perception via an unusual pattern of routes, associations and stimuli that potentially make him or her reach the end, or the beginning... Time and time again – the art of Nature, or simply the nature of Art.

Klee, Faul (1995). Sourmer: Erraumanysi am Starm und Rashine. Translation of the French revision aired in Jean-François Lyotand (1971). Docourts, Figure. Paris: Klincksinck, p. 224.

2 Wingensein, Ludwig (1955). Philosphial Intertigation. (G.E.M. Assemble Tound.). Oxford: Blackwell.

3 Foocault, Michel (1984). La tendad'y lie formas jumilicas. Cidade do Mércico: Gedina, p. 17. smalling, followers to this as a root of and playing digital and montal trouburs in which the bening of the imaginary and an or to the forement of a sharple and followers! It women the higher and a common field to conserve the sharple and the state of playing as more changed and and a common field to conserve a conserve process and a sharple and a sharple and a sharple and an advansarial to be first an advantage of process and a sharple and an advantage of the sharple and an advansarial to the sharple and a same and a sharple and a sharple and a sharple and an advantage or grown and a restrict to the sharple and a sharple are grown and a sharple and an advantage or grown and a sharple and an advantage or grown and a sharple and a

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ACRES MODELS

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página 32 page 32 Revista Magazine A062, Associação 062, 1996

página 33 page 33 Cartaz Poster Tone Scientists, Associação 062 / Art Attack, Serigrafia Screen print, 1998

página 34 page 34 Cartazes Posters Associação 062 / Art Attack, Serigrafia Screen print, 1997

página 35 page 35 Cartaz Poster João Belga Atelier 2, Museu Bernardo, Serigrafia Screen print, 2011

página 36 page 36 Cartaz/desdobrável Poster/leaflet Rui Valério, Associação 062 / Art Attack, Atelier-Museu António Duarte, 2002

página 37 page 37 Cartaz/desdobrável Poster/leaflet Daniel Malhão. Associação 062 / Art Attack, Museu de José Malhoa, 1997

páginas 38 e 39
pages 38 and 39
Livro Book
Falemos de Casas: Entre
o Norte e o Sul,
Trienal de Arquitetura
de Lisboa / Babel
Editora,
2010

páginas 40 à 42, 44 e 45 pages 40 to 42, 44 and 45 Grafismo para exposição Exhibition graphics Overlappings, Royal Institute of British Architects, Projeto de arquitetura Architectural design João Favila,

páginas 43, 46 e 47
pages 43, 46 and 47
Jornal de exposição
Exhibition journal
Overlappings,
Royal Institute of British
Architects,
2009

páginas 48 e 49 pages 48 and 49 Livro Book Arquipélago, Allgarve'10,

2009

páginas 50 e 51 pages 50 and 51 Cartaz Poster Para Além do Consumo, Experimenta Design, 2003

páginas 52 e 53 pages 52 and 53 Livro Book The Possibility of Everything, João Paulo Feliciano, Culturgest, 2006

páginas 54 e 55 pages 54 and 55 Brochuras Brochures Fidelidade Mundial — Chiado 8 / Culturgest, 2006-2008

páginas 56 à 65
pages 56 to 65
Exposição e livro
Exhibition and book
Scenario,
Francisco Tropa,
Direção-Geral das Artes,
Veneza Venice,
2011

páginas 66 e 69
pages 66 and 69
Livro Book
A Assembleia de Euclides,
Francisco Tropa,
Culturgest,
2009







The complement of the compleme

PIGUPAS DE ALTERIDADE

entre o que vemos (o ciclista que pedala e realiza um teatro coreográfico) e o invisivel (a figura espectral que é revelada pelas fotografias), enquanto O Transe do Ciclista introduz as successivas visios (da miscara, do cránio de Vinuis) que irromejam duzante o transe, e contempla o momento em que este é interrompido, permitindo ao sución voltar a si e reencontrar o espaço o tempo da vida questidan. A Marca do Seio

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ciparam na sua fabricação, começando pelo dispositivo central da primeira exposição A superficie de vidro dividida ao meio cita de forma discreta o *Grand Verre* de Du champ. É exactamente na linha divisória entre a parte superior e a parte inferior, nesse "horizonte artificial", como o artista lhe chama, que a imagem do ciclista a mergulha:





A ASSEMBLETA DE EUCLIDES

THE ASSEMBLY OF ELICITO



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was for him a clear opposition between the invented world which is that of the Yoan-ception and the given world --the human world in which we live daily and which we cover in our journeys --which is that of 'realby.'" This opposition between concep-tion and reality seems particularly perfitnent for our approaching a project such as The Assembly of Euclid, which does not derive from any experience of the world, but is the product of a delirious imagination, highly organised through a rigorous use of

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FIGURES OF OTHERNESS

restrict codes and processes. An imagination that is set in motion by a miscelling of references from the most varied english, from very clinical between all very references from the most varied english, from very clinical between all very references from the most varied english, from very clinical between all very very consistent of the control of the body, but the interest of the temperature of the control of the body, but the interest control of the top of the control of the body, but the interest control of the body, but the interest control of the body, but the interest control of the body, and of the control of the body, and of the control of the body of the control of the body, and of the control of the body of the control of the body, and of the body of the control of the body of the body. If the control of the body of o

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A ASSEMBLEIA DE EUCLIDES



Pó de magnésio (beanco), ventes negras ou pano escuro encobrem o corpo e permitern a marcação, o desaparecimento e a transparência da figura (ou de parte da figura) no negativo. A pele, quando exposta, impeime um circa, entre o branco e o preto. THE ASSEMBLY OF RUCLID



Provdered magnesium (white), black clethes or a dark cloth cover the body and allow for the marking, disappearance and transparency of the figure (or part of the figure) in the negative. The skin, when exposed, imprints a grey tone between white and black



2007/2008

## aco B

António Adão da Fonseca\_5 MAR\_18.00H

Bernardo Pimentel + Filipa Ramalhete\_12 MAR\_18.00H

Paulo Serôdio Lopes\_26 MAR\_18.00H

Fernando Rodrigues\_\( \) ABR\_18.00H

Michel Toussaint\_16 ABR\_18.00H

António Marques Miguel\_23 ABR/18.00H

Maria Helena Barreiros + Helder Carita\_30 ABR\_18.00H

João Gomes da Silva + Nuno Lourenço\_7 MAI\_18.00H

Ana Vaz Milheiro\_14 MAI\_18.00H

Manuel Lacerda\_21 MA/\_18.00H

João Pinharanda + Ricardo Bak Gordon 28 MAI\_18.00H

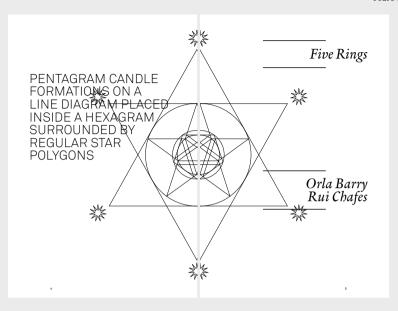
Carlos Nogueira\_4/JUN\_18.00H

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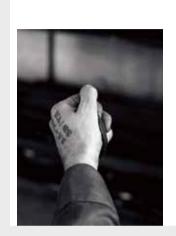




I remember being too full to remember...
I remember recounting,
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I remember rehearsing memory through voice
I remember speaking a poetic language.
A language that is removed from speech,



I remember life without hand cream.





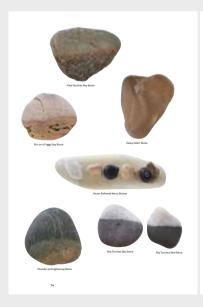














## MUDEU MUSEU DESIGN MODA



AUGUSTA

MUDE





Ante-estreia Flashes do MUDE, Museu do Design e da Moda. De Le Corbusier a Alaïa

Preview
Flashes of MUDE,
Design and Fashion
Museum.
From Le Corbusier
to Alaïa

### O Moderno, entre o conceito e a imagem

#### The Modern, between concept and image

1

Jahn Angale Bresses (Orginaters, 1871)

Sales John Coulombia Country of Maria Lobbs Tray - their Coloro Country of Maria Lobbs Tray - their Coloro Country of Country

Provocação, crítica à estética moderna, elogio póstumo ou effexão sobre a nossa memória do moderno, o seu significado o modo da accomismão?

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Technology and consumerism

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# MUSEU MUSIGN MODA

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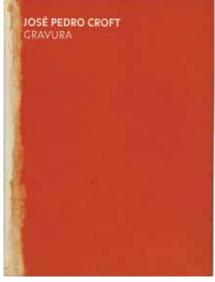




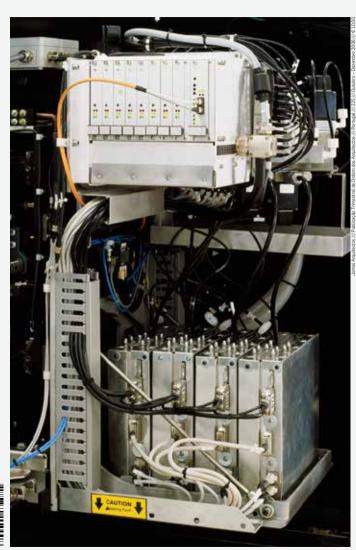








# JA225



# JA228



# JA227



páginas 70 e 71 pages 70 and 71 Cartazes Posters Departamento de Arquitetura da Universidade Autónoma de Lisboa, 2007

páginas 72 à 75
pages 72 to 75
Livro Book
Five Rings,
Orla Barry,
Rui Chafes,
Museu Coleção
Berardo,
2011

páginas 76 e 77 pages 76 and 77 Telão Screen MUDE, 2009

páginas 78 e 79 pages 78 and 79 Brochura Brochure MUDE, 2009

páginas 80 e 81
pages 80 and 81
Grafismo para exposição
Exhibition graphics
MUDE,
Projeto de arquitetura
Architectural design
Ricardo Carvalho
e Joana Vilhena.

MUDE, 2009 páginas 82 e 83 pages 82 and 83 Cartazes Posters MUDE, 2009

páginas 84 e 85 pages 84 and 85 Livros Books Centro de Arte Moderna, Fundação Calouste Gulbenkian, 2004-2006

páginas 86 à 88
pages 86 to 88
Revista Magazine
JA—Jornal Arquitectos,
Ordem dos Arquitectos,
2005-2009

páginas 90 e 91 pages 90 and 91 Livro Book Prémio EDP Novos Artistas 2009, Fundação EDP, 2010

páginas 92 e 93 pages 92 and 93 Livro Book Ontem, André Cepeda, Le Caillou Bleu, 2010



Prémio Edp Novos Artistas 2009

Comissariado / Curatorship: João Pinharanda

Delfim Sardo Nuno Crespo

/ Júri / Award Jury: Agnaldo Farias Bartomeu Marí José Manuel dos Santos Miguel von Hafe Pérez Pedro Calapez

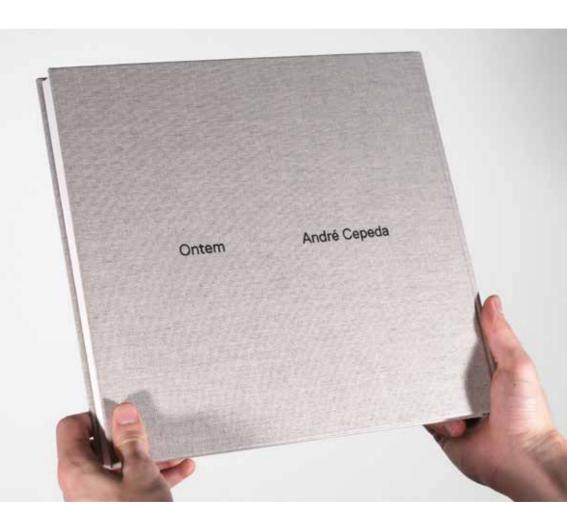


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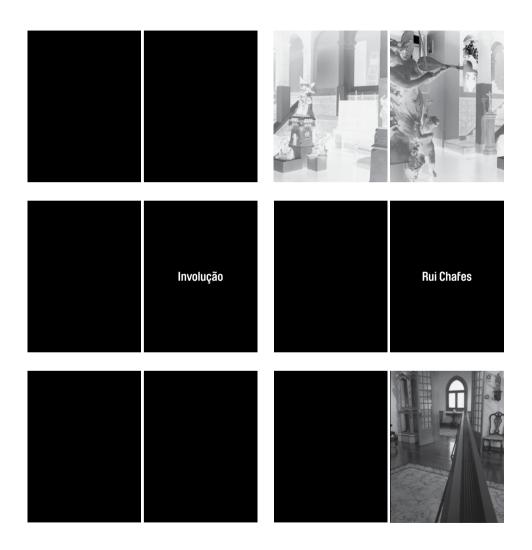




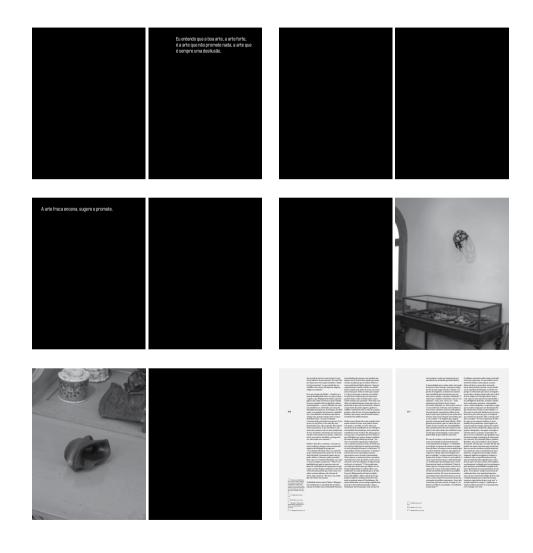








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		O tempo manual é único, é o tempo só do Artisda. O resto é o vazio oficial, a mesa vaza de buncratea, a mismatuga de a buncratea, a mismatuga de a mediatização de si mismatores que o social for yeamente implea os orievidada. Interes de programa de sporta de provincia de la litera de la mediatização de si mismato de sporta de sporta de provincia de la litera de la misma de programa de sporta de provincia de la litera del litera de la litera de	
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#### DA/UAL CEACT

Departamento de Arquitectura Centro de Estudos de Arquitectura, Cidade e Território Universidade Autónoma de Lisboa

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## Pensar a Arquitectura desde o Pós-Guerra

- 1 ARQUITECTURA NO PÓS-GUERRA: PANORAMA
- 2 CENTRO/PERIFERIA e LOCAL/GLOBAL
- 3 DIVERGÊNCIAS: MEMÓRIA, PROCESSO, MASS MEDIA
- **4 PORTUGAL NO PÓS-GUERRA**
- 5 INCERTEZA: TERRITÓRIO E PAISAGEM
- **6 DEPOIS DO MODERNISMO**

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> Carga Horária 2 Sessões de 3 Horas / Seman Regime pós-laboral

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S<mark>eminá</mark>rio Internacional Arquitectura

DA/UAL workshop 23-31/07/2007

#### FRANCISCO TROPA

# Scripta

Text Federico ferrari

Photography TERESA SANTOS PEDRO TROPA

Layout pedro falcão

Edited by Galeria Quadrado Azul MMX

## De rerum natura

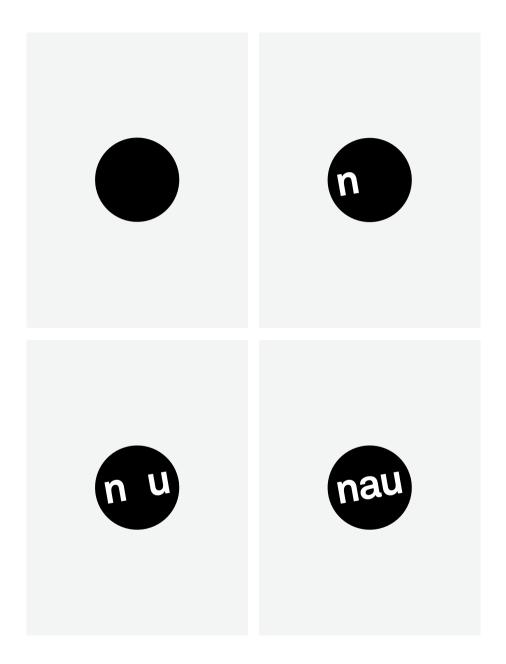
Il materialismo estatico di Francisco Tropa

QUALE ALTRO compito per l'arte, oggi, se non confrontarsi con le questioni prime e ultime?

De rerum natura. E' questo il titolo che potremmo dare all'opera che, negli anni, si è accumulata davanti a noi. Si tratta di un corpus complesso e vasto che abbraccia tecniche e temi apparentemente molto diversi tra loro. Scheletri, impronte, tracce, astrazioni geometriche, terra, biciclette, ragnatele, alberi, corde, bottiglie, lattine, finestre, clessidre, gocce d'acqua, bronzo, legno, oro, frutta, marmo, video, film, suoni, mani, piedi, corpi.







páginas 94 à 101
pages 94 to 101
Grafismo para exposição
Exhibition graphics
Expo Países,
Projeto de arquitetura
Architectural design
Ricardo Bak Gordon,
Trienal de Arquitetura
de Lisboa,
2007

páginas 102 à 105 pages 102 to 105 Livro Book Involução, Rui Chafes, Câmara Municipal de Vila Nova de Gaia, 2008

páginas 106 à 109 pages 106 to 109 Cartazes Posters Departamento de Arquitetura da Universidade Autónoma de Lisboa, 2007-2009

páginas 110 à 115 pages 110 to 115 Livro Book Scripta, Francisco Tropa, Galeria Quadrado Azul, 2011

página 116 page 116 Logótipo Logotype Nau Capital, 2007 páginas 118 e 119 pages 118 and 119 Livro Book Testemunhos, Instituto do Emprego e Formação Profissional, 2008

páginas 120 e 121
pages 120 and 121
Cartazes Posters
Departamento
de Arquitetura
da Universidade
Autónoma de Lisboa,
2011

páginas 122 e 123 pages 122 and 123 Livro Book José Pedro Croft, Instituto Açoriano de Cultura / Tristan Barbarà Editions,

páginas 124 e 125 pages 124 and 125 Livro Book La Ligne Volage, Edgar Martins, Centre Culturel Calouste Gulbenkian, Paris, 2010 testemunhos

10 | Patrícia Almeida |
36;58;80;102;124;146;188 | Kathleen Gomes |
38 | Augusto Brázio |
60 | André Cepeda |
82 | Sandra Rocha |
104 | António Júlio Duarte |
126 | João Serra |
148 | Pedro Letria |
170 | Augusto Alves da Silva |
186 | Catarina Alves Costa |



André Cepeda

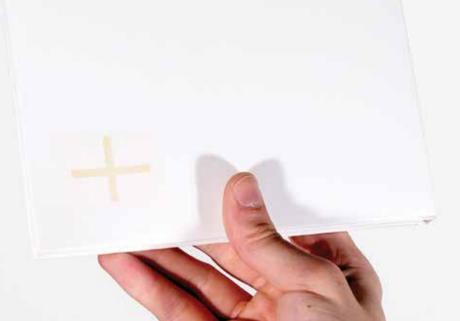




### José Pedro Crofs

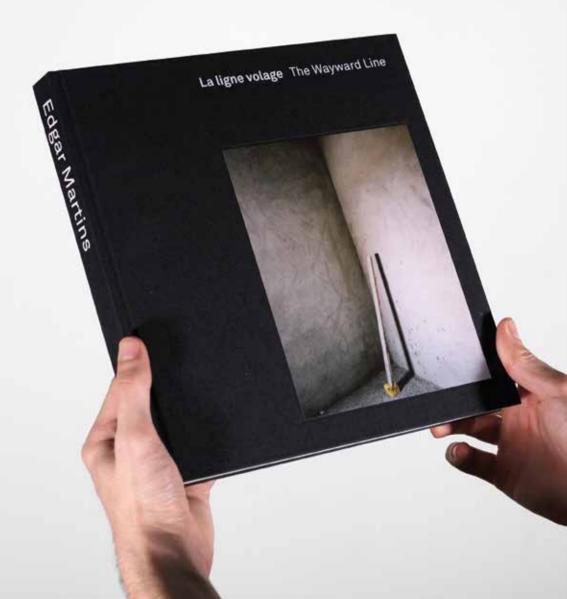
Nasceu no Porso em 1957. Vive e trabalha em Lisboa. A sua obra transita sem hierarquias entre escultura, desenho e gravura. Expòs regularmente deste igli-Està representado nas colecções do Centro de Arte Moderna da Fundação Calouste Gulbenkian, Fundação Luso-Americana para o Desenvolvimento, Fundação de Serratves, Ministério da Cultura (Portugal), Fundació La Caixa (Espanha), Caixa Geral de Depósitos (Portugal), Museo Nacional Centro de Arte Reina Sofia (Espanha), Fundação Berardo (Portugal), Fundação Elipse (Portugal) Banco de España Banco Central Europeu, Musei de Arte Moderna do Rio de Janeiro (Brasil), Sammlung, Albertina (Austria)

Was born in Porto: 1957, Lives and works in Lisbon. His production comprises sculpture, drawing and prints, in no particular hierarchical order. He has been exhibiting regularly since igb. His work is featured in the following collections: Centro de Arte Moderna da Fundação Calcuste Gulbenkian, Fundação Luso-Americana para o Desenvolvimento, Fundação de Serratives. Ministry of Culture (Portugal). Fundació La Caixa (Spain), Caixa Geral de Depósitos (Portugal). Museo Nacional Centro de Arte Reina Sofia (Spain), Fundação Berardo (Portugal), Fundação Elipse (Portugal) Banco de España (Spain), European Central Bank, Museu de Arte Moderna do Rio de Janeiro (Brazil), Sammlung Albertina (Austria)



José Pedro Croft gravura







Piccaland, 2010
De la série Une cortographie métophysique d'habitats britonniques
From the series A Metophysical Survey of British Dwellings

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### Pedro Falcão

Pedro Falcão was born in Caldas da Rainha in 1971. Between 1991 and 1995 he studied Graphical Arts at the Escola Superior de Tecnologia de Tomar and Fine Arts at the Escola Superior de Arte e Design in Caldas da Rainha. Towards the end of 1995 he moved to Lisbon and worked for ten years at Mário Feliciano's graphical design studio Secretonix. In 2006 he set up his own studio in Lisbon, Atelier Pedro Falcão, working for cultural institutions, artists and architects. In the area of graphical design, he carried out corporate branding projects, editorial design and posters, as well as conceiving the signage for buildings and exhibitions and becoming a specialist in book design. Since 2006, he has taught Editorial Design on the Multimedia and Graphic Design course at the Restart school in Lisbon. In 2010, he was a jury member for the final exams at the École Superieure d'Arts Graphiques et d'Architecture Intérieure Penninghen, Paris. He participated in several group exhibitions: (P) Portugal 1990/2005, Lisbon (2005); Gateways, Porto (2008); We Love Books! A World Tour, Échirolles, France (2008); 50 Books/50 Covers, AIGA, New York, USA (2009); Revolution 99/09, EXD, Lisbon (2010). He has also won several prizes, the most significant of which are the Certificate of Excellence in Typography, TDC 46, Type Directors Club of New York, USA (2000); the Merit Award, Magazine Layout, Ed--Awards, Athens (2007); 50 Books/50 Covers, AIGA, American Institute of Graphic Arts, New York, USA (2009); and the Premier Award, ISTD, International Typographic Awards, United Kingdom (2009). Recently, he presented his work at the ESAD World Graphics Day conference in Matosinhos (2011).

www.atelierpedrofalcao.com

### Pedro Falcão

Pedro Falcão nasceu nas Caldas da Rainha em 1971. Entre 1991 e 1995 estudou Artes Gráficas na Escola Superior de Tecnologia de Tomar e Artes Plásticas na Escola Superior de Arte e Design nas Caldas da Rainha. No final do ano de 1995 mudou-se para Lisboa e durante dez anos trabalhou no atelier de design gráfico Secretonix de Mário Feliciano. Em 2006 funda o seu próprio estúdio Atelier Pedro Falcão em Lisboa e trabalha para instituições culturais, artistas e arquitetos. Nas várias áreas gráficas, desenvolveu trabalhos de identidade corporativa, design editorial, cartazes, sinalética de edifícios e exposições, tornando-se especialista em book design. Desde 2006 ensina Design Editorial no curso de Design Gráfico e Multimédia da escola Restart de Lisboa. Em 2010 foi júri dos diplomas finais da École Superieure d'Arts Graphiques et d'Architecture Intérieure Penninghen, Paris. Participou em diversas exposições coletivas: (P) Portugal 1990/2005, Lisboa (2005); Gateways, Porto (2008); We Love Books! A World Tour, Échirolles, França (2008); 50 Books/50 Covers, AIGA, New York, USA (2009); Revolution 99/09, EXD, Lisboa (2010). Ganhou vários prémios, a destacar: Certificate of Excellence in Typography, TDC 46, Type Directors Club of New York, USA (2000); Merit Award, Magazine Layout, Ed-Awards, Athens (2007); 50 Books/50 Covers, AIGA, American Institute of Graphic Arts, New York, USA (2009), Premier Award, ISTD, International Typographic Awards, United Kingdom (2009). Recentemente apresentou o seu trabalho na conferência ESAD World Graphics Day, Matosinhos (2011).

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# Pedro Falcão

prefácio de José Bártolo / preface by José Bártolo



PRENSA NACIONAL CASA DA MOEDA

Cinetismo, serialidade e construção. São estes três recursos que permitem, numa obra tão fértil à exploração de cruzamentos — música, pintura, cinema, fotografia, design — identificar um autor. E se é evidente que na obra deste autor há uma linguagem própria, essa autoria não deriva tanto de um estilo, mas antes de algo mais profundo e crítico, um sentido projetual consciente, crítico e rigoroso. É na compreensão desse sentido projetual que reside a chave da leitura da obra gráfica de Pedro Falcão, a chave de compreensão da sua contemporaneidade e da sua universalidade.

Kineticism, seriality and construction. In work that is so open to the exploration of crossings — between music, painting, cinema, photography, and design — these three resources make it possible to identify an author. And while it is clear that this artist's work possesses its own language, this authorship does not derive from a style but from something deeper and more critical: a conscious, critical and rigorous sense of project, wherein lies the key to interpreting Pedro Falcão's graphic work, the key to understanding its contemporaneity and universality.