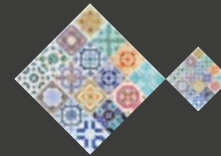




ESCOLA  
DE TECNOLOGIAS  
INOVAÇÃO  
E CRIAÇÃO

25 ANOS

Commercialpolis Portugal  
*“Storytelling”*



Lisbon, 20th-24th March 2017

**Day – 1 - Monday**  
20th March



**09H15**

Arrival

ETIC – Rua Dom Luis I, 20D – 1200 Lisboa

Google maps - <https://goo.gl/maps/MPZBh2USTME2>

**09H25**

Manuela Carlos – President of ETIC

Welcome to ETIC and to Lisbon!

**09H35**

Sjoerd Wanrooij

Commercialpolis - Project Coordinator

Presentation of the week program

**09H55**

Projection of students videos

"The perfect school"

- BELGIUM
- SPAIN
- PORTUGAL
- UNITED KINGDOM
- THE NETHERLANDS
- FINLAND

**10H55**

Daniel Kehl

Suisse Coordinator

Distribution of Teams and neighborhood distribution

Lisbon neighborhoods

- Alfama / Castelo
- Graça
- Bairro Alto / Príncipe Real
- Belém
- Mouraria / Martim Moniz
- Baixa Pombalina / Chiado

**11H15**

Coffe Break

**11H30 – 13H00**

Creative "Injection" Workshop with João Geada  
(Creative Director)



## Day – 1 - Monday 20th March



**13H00-14H30**

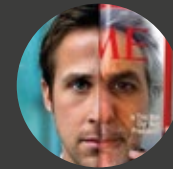
Lunch

**14H30 – 16H30**

Creative "Injection"

Workshop with **JOÃO GEADA**

(Creative Director)



I am half European, half African, proud father of 5 wonderful kids, a nature lover, a creative, copywriter and designer, a thinker and artist wanna be who has always had an enormous will to create and to do different, unordinary things, or as I like to put it, a professional human being.

I have been a creative director for more than twenty years doing a bit of everything that goes between strategy, creative copywriting and designing to worldwide agencies like Proximity, BBDO in Lisbon, Spain, Chile and New Zealand, Wunderman Portugal and Wunderman Spain and JWT Lisbon.

I love it but only when my clients are people that believe in ideas, that understand creativity and love humanism, social innovation, beauty and culture as much as I do.

Because of that, since 2008, I've been also doing some teaching, coaching and training people to enable or develop their creative skills to live and work in a more human and sustainable way.

And yes, I believe that good creativity can change the world.

**16H35**

Sjoerd Wanrooij

Commercialpolis - Project Coordinator

Summary of the day

**17H00** – End of works

Day – 2 - Tuesday  
21st March



## INSPIRATIONAL MORNING

### STORYTELLING | TALKS

**09H30-10H20**

PEDRO BATALHA

KISS Creative Director



From the North, loves Lisbon but he dreams to live in the Algarve or Rio de Janeiro. He was born in 1974, four days before the April Revolution and declares himself anti-fascist. He discovers that he wants to be an advertiser when he sees an outdoor where he read: "Dariz endupido? Dasex of the dariz". He studies communication, works since his 16 until he first enters an agency. Opal Advertising, Ska Tbwa; BBDO, Touch me Red Cell, Strat, Lowe Lintas, Fuel Havas, again Opal, Fischer, Bar and Activism, until he opens his KISS. On the way, he marries with the love of his life, has two children, travels as much as he can, plays football and tennis, discovers restaurants, enjoys wine, teaches creative process and hopes to be President of Sporting Clube de Portugal. To his Father he thanks freedom, to his mother the sense of humor.

**10H30 – 11H00**

ANA RITA BARATA - Choreographer

Born in Paris in 1972, Ana Rita Barata studied classic and modern dance at Escola Superior de Dança – Conservatório Nacional (Lisbon, Portugal) and at European Dance Development Centre, in Arnhem (The Netherlands). Some of the choreographers she worked with, are: Paulo Ribeiro, Yoshiko Chuma, Carolyn Carlson, Wim Vandekeybus, Benoit La Chambre, Steve Paxton, Samuel Louwick/Alain Platel...

Since 1994 she has developed transdisciplinary performances with Pedro Sena Nunes, involving communities with special needs. She works as Artistic Director of Vo'Arte since 1997. She is the co-creator of CiM – Multidisciplinary Integrated Company.

Ana Rita Barata is the Portuguese choreographer for FRAGILE.  
[www.voarte.com](http://www.voarte.com)



**Day – 2 - Tuesday**  
21st March



**11H05-11H20**

Coffee Break

**11H20 – 11H50**

PAUL KHOL

– Photographer, Researcher



Paul Khol earned a BFA from the San Francisco Institute in Photography and his Master Degree from Purdue University, Lafayette, Indiana. He exhibits his work internationally with recent shows in Japan, Canada, the USA, Malaysia, and Singapore. He has just published a monograph of work done in Japan titled "Two Fish. Out of Water."

He has received grants from the National Endowment for the Arts in the U.S.A., the Digital Creative Center Research at NTU in Singapore, Kawasaki University in Japan, Maryland State Arts Council Grants for Poetry and Photography, and the Baltimore City Arts Council Grants for Photography. He has done artist residencies at Awagami Paper in Japan, the Hungarian Multicultural Center in Budapest and at the Obras Center in Portugal. He is now teaching photography at Nanyang Technological University in Singapore where his current work is concerned with high-end inkjet printing, digital photography and the landscape.

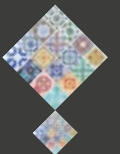
He says he has been taught by every picture he has ever seen and that he is grateful to photography for allowing his eyes to

**11H55 – 12H25**

IVO PURVIS - Creative Director at MSTF Partners Lisboa and Vice President of CCP – Portuguese Creative Club

Ivo Purvis is Creative Director at MSTF Partners Lisboa. He is a conceptualist and one of the most awarded Art Directors in Portugal. He worked at Leo Burnett, TBWA, BBDO and has been distinguished internationally, through out the years, at Eurobest, ADCE, Cannes Lions, FIAP, El Sol, Epica. He's Vice-President of the Portuguese Creative Club, CCP, and he is the portuguese representative at ADC\*Europe board.

In his words, nothing sells better than honesty, therefore he believes that brands should be like friends, the more honest the better, because those are the ones that will stick for life. From an early age, he felt compelled by all forms of expression he found in music, skating, surfing and snowboarding. This is the way of life that keeps him fresh.



Day – 2 - Tuesday  
21st March



12H30- 13H00

GONÇALO TOCHA – Director/Musician

He was born in Lisbon in 1979.

Lived between the suburb of Sacavém and the sea of the Coast of Caparica and the Azores

It begins in the music with 14 years still in Sacavém, in the scene Punk of 90 years.

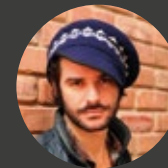
Graduate and postgraduate degree in Portuguese Language and Culture at Faculdade Letras Lisboa. In the same School founded the Nucleus of Cinema Video, in which it begins in the cinema and forms the band Lupanar in 2001 with Ana Bacalhau and Dídio Pestana.

A traveler and producer / producer of self-biographical documentaries, his films, extremely personal, are the creative record of a drift around the world, having in the sea the central axis of his work. His first feature film "Balaou" (2007), a tribute film to his mother shot in São Miguel, won the Best Portuguese Film and Best Picture at Indielisboa 2007, went through more than 20 international festivals and was shown on RTP2 and In the French-German channel ARTE. His second feature film "É Na No Terra É É na Lua" (2011), which was filmed in the island of Corvo, had a world premiere at the 2011 Locarno Festival, where he obtained a special mention of the jury. At Doclisboa, BAFICI, San Francisco Int. Film Festival and DocumentaMadrid 2012. He made his commercial debut in Portugal (Porto and Lisbon) and in New York at the Anthology Film Archives.

In 2012 he was invited to make two more films, one for

the European Capital of Culture - Guimarães 2012, "Torres & Cometas" and another for the program "Estaleiro do Vila do Conde Festival", "Mother and the Sea" Of Vila Chã, to debut in July 2013. He worked as a theater videographer (Trout, Grupo Teatro de Letras) and music (Deolinda, Bandarra and MEDEIROS / LUCAS).

In 2013 he made the short film "The Trail of a Tale", in partnership with Miguel Januário (More), at the invitation of the Imagine 2020 program, receiving the first prize of the Action4Climate contest of the World Bank. In music he is a composer (lyric and music) singer, guitarist. Founder and composer of the Lupanar (2001-2006) and the musical duo TOCHAPESTANA, with Dídio Pestana. He is DJ / entertainer with his collection of discs, using the name Rubi Tocha Dábaile.



## Day – 2 - Tuesday

21st March



**13h00**

Lunch

**14H00-15H45**

(For students and teachers)

Students Brainstorming and Research

**14H00-15H45**

(only for project partners)

Rea Tuominen

Finnish Coordinator

ECVET for Commercialpolis

**16H30 – 18H00**

Tagus River Cruise



## Day – 3 – Wednesday

22nd March



### From 09H30 – ALL DAY

Shooting - "Lost in Lisbon" (idea to create a film / commercial up to 1m inspired by the place where the team will remain during the day. Photos, illustrations, drawings, animations and texts can be included.)

Tell a story about a space you do not know. Between doors and windows, walls and people, new and unknown, light and color, imagine something that transports you to the imaginary of an unknown world. Let the unknown be knowledge. Look for the movement, find the difference. Between light and shadow, sounds and glances, you find something to tell, to speak. The city is made of the pleasure of each one, is a set of synonyms, visions, sensations and experiences, an open laboratory. You must think of the future, create new forms and thoughts, create a message, tell a timeless story, create a concept, a connection, a connection, an attraction, a root.





## Day – 4 – Thursday 23rd March



### 09H00 – 11H15

Material Edition and preparation of the presentation.

### 11H15-11H30

Coffe Break

### 11H30-12H30

TALK | Inspiration with VASCO DURÃO  
Ideas, Creativity and Brand Strategy



Born in Lisbon in 1972, Vasco Durão graduated in Sociology at the Faculty of Social Sciences and Humanities (1991-1996), and mastered in Portuguese History (20th Century) at the Contemporary History Institute (1997-2000), both from Universidade Nova de Lisboa. He's also a photography lover, with a 3 years course in one of the most renowned Portuguese schools: AR.CO.

He started working in market studies, but (very) soon he realized he had to do something completely different and was drawn to communication. He entered this business in 1997 as a copy writer in advertising at EURO RSCG, but, after a short experience in digital branding, he switched definitely to design and brand strategy in the beginning of the millennium, in a professional route that crossed two of the most significant communication agencies in Portugal: NovoDesign/Brandia (2003-2006) and Mola Ativism (2007-2013). Writing is an intrinsic part of his professional and personal life, with publications both in books, magazines and fanzines about such different subjects as Music, Sociology and History. Branding wise, Vasco has a great deal of experience with major Portuguese brands in such central fields as postal services (CTT), aviation (TAP, Ground Force and ANA Faro), television (RTP), naval transportation (Port of Lisbon), energy (EDP), corporative and mass consumption (Sonae), food (Buondi, AZAL, Go Natural, Love Meat Tender, Merca-

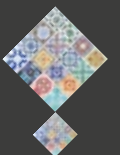
do 1143 and Mendes Gonçalves/Paladin), insurance (MDS and Seguros Continente) and territorial branding (Sagres, a small but symbolically important city in Algarve; Viana do Castelo, a northern Portuguese city; Douro, the first Iberian project; Madeira Story Centre, a cultural centre in Funchal), microalgae microalgas (Buggypower/Alguimya) and tentative projects for the promotion of Bahia/Brasil in Portugal, the promotion of Alentejo region, the candidacy of Lisbon as World Book Capital in 2010, and the enhancement of the Portuguese language around the world (Viagem da Língua). One of Vasco's personal communication projects is the book "I Have No Idea. How to make a difference in the communication world" ("Não Faço Ideia. Como fazer a diferença no mundo da comunicação" in Portuguese). A manifest to share with everyone who likes to think creativity on the side, that has enhanced a series of conferences in 2013 at universities and design events: CCP (Portuguese Creatives Club), Lusófona University, EDIT OPEN DAY, Higher School of Communication and Media Studies, Cascais Secondary School, ARTEC (Tomar), Comunicar Design (Caldas da Raíinha), Visão magazine 20 years celebration and Restart's Open Weekend. Today, Vasco is free to write his ideas wherever and with whomever he wants. And lives happily with his family in Estremoz, Alentejo. But always connected to the world. And to music, which led him to create, in Alentejo, the musical event Guitarras ao Alto ([www.guitarrasaoalto.pt](http://www.guitarrasaoalto.pt)).

### 12H30-14H00

Lunch

### 14H00

Students work in progress



## Day – 5 - Friday

24th March



### 09H30

"Lost in Lisbon"

Films/Commercial Presentations

Lisbon neighborhoods

- Alfama / Castelo
- Graça
- Bairro Alto / Príncipe Real
- Belém
- Mouraria / Martim Moniz
- Baixa Pombalina / Chiado

### 11H00-11H20

Coffe Break

### 11H20 – 12H30

Commercialpolis Lisbon week conclusions

By

Sjoerd Wanrooij

Daniel Kehl

### 12H30

Lunch

### 14H00

Free Time



Commercialpolis Portugal  
*“Storytelling”*



From Lisbon with love.

Lisbon, 20th-24th March 2017