

# LICÍNIO ANJOS

Multidisciplinary Design Portfolio

**[02] . EXHIBITION DESIGN,  
BRAND ACTIVATIONS,  
AND EVENTS,  
CASE STUDIES (Pag. 04/21)**

**"An idea is just a tiny spark, brimming  
with enthusiasm yet lacking form.**

My role is to ignite that spark, shaping  
it into a resonant and memorable  
experience, even if it's a fleeting  
moment in a temporary endeavor".

**[Contains 22 pages]**



**\*As a versatile designer with experience in museum and heritage exhibition design, retail, hospitality, events, branding, and graphic design, I specialize in creating engaging and impactful experiences. By seamlessly blending aesthetics with storytelling and integrating intellectual, emotional, and sensory interactions, I design spaces that educate, inspire, and captivate audiences.**

My portfolio features a diverse range of projects, including static and itinerant space designs and events. Notable examples include the Wimbledon Lawn Tennis Museum's "Science in Tennis" projection and the audiovisual content for the BIOSCOPE Theme Park. In 2008, I collaborated on Barclays Bank's Middle East headquarters with Rareform Dubai.

Inspired by the work of Freeman Tilden, a pioneer in modern interpretation, I believe in the power of guiding people to explore and appreciate our world. By using authentic objects, firsthand experiences, and illustrative communication mediums, I strive to unveil the meaning and relationships behind the stories we tell.

Through my work, I aim to create spaces that not only **educate and inspire** but also **engage and attract audiences**. By understanding the unique goals and objectives of each client, I tailor my designs to **deliver exceptional value and achieve desired outcomes**.\*



**This portfolio serves as a comprehensive showcase of my design journey, and it is organized into five sections:**

*Explore case studies showcasing my ability to design functional and aesthetically pleasing environments.*

*Discover how I've transformed spaces into immersive experiences through exhibition design, brand activations, and event planning.*

*View my work in branding, logo design, and other visual communication projects.*

*Explore my storytelling skills through storyboards and audiovisual program design.*

*Discover my expertise in creating effective and visually appealing signage solutions.*

[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (Pag. 04/19)

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[02] . EXHIBITION DESIGN, BRAND ACTIVATIONS, AND EVENTS, CASE STUDIES (Pag. 20/37)

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[03] . BRANDS AND VISUAL COMMUNICATION, OTHER DESIGN CASE STUDIES (Pag. 38/61)

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[04] . STORYBOARDS AND AUDIOVISUAL PROGRAMS, CASE STUDIES (Pag. 62/67)

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[05] . SIGNAGE, CASE STUDIES (Pag. 68/71)

# 02

## EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, CASE STUDY

# [02.1]

Project Title:  
[UP MY BIKE BY COFIDIS PORTUGAL]

Project Description:

**This project revolved around the rebranding and brand activation campaign for Up My Bike by Cofidis in Portugal. It encompassed a complete brand adaptation, the creation of a comprehensive communication system, and the design of both interior stands and exterior spaces for events organized by the theater company Chapitô, leading to a significant surge in public engagement.**

**Challenges:** Our primary challenge was to reinvigorate the Up My Bike brand in the Portuguese market. We collaboratively crafted a captivating communication strategy, designed immersive interior stands, and optimized external event spaces. The key to success was in engaging the public effectively.

**Results:** The brand activation campaign resulted in a remarkable increase in public attendance. Our holistic approach, from rebranding to event design, ensured that Up My Bike became a recognized and beloved brand in Portugal



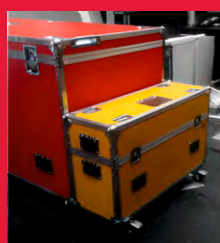


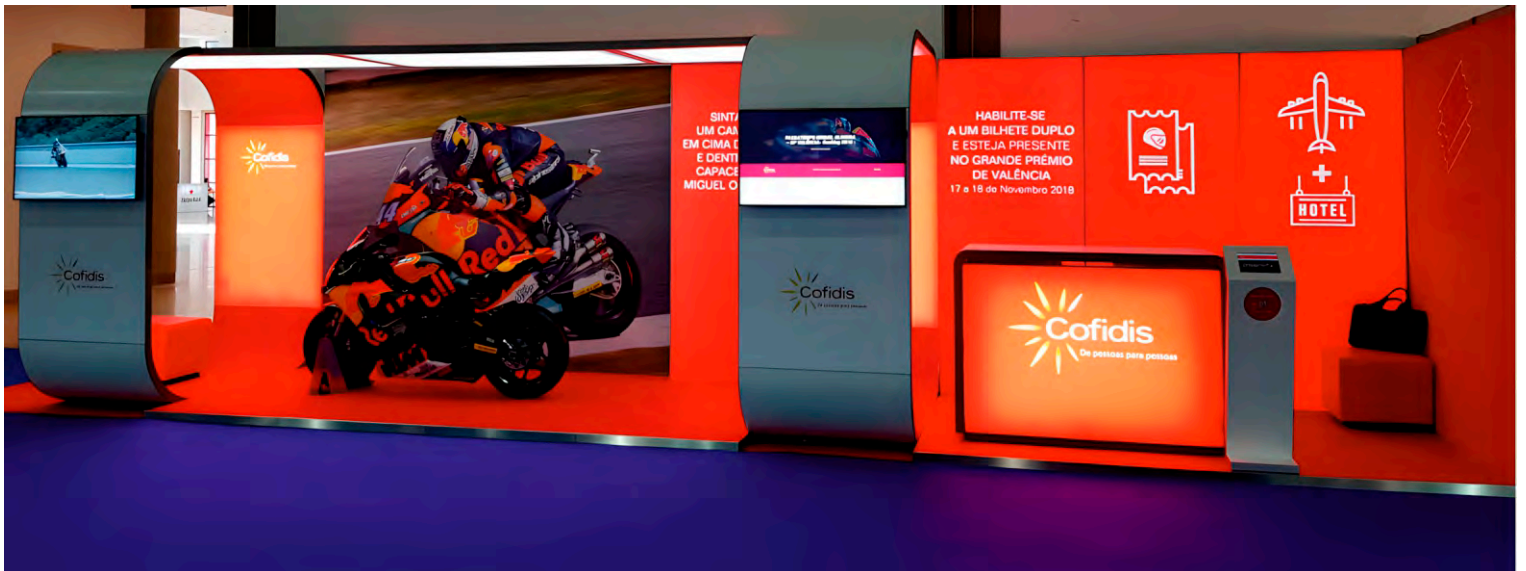
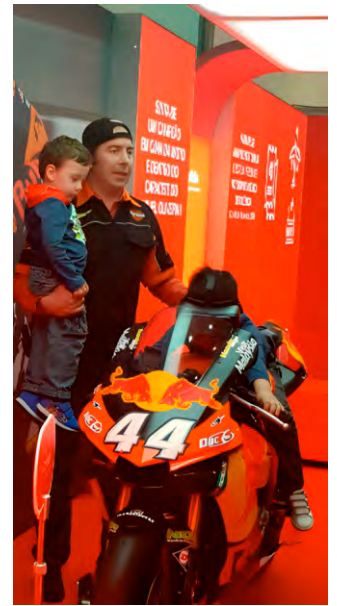
# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

# [02.2]

Project Title:  
**[MODULAR EXHIBITION STANDS FOR COFIDIS  
EVENTS]**

Project Description:  
**We adapted our modular exhibition stand concept for smaller Cofidis events in Portugal, catering to trade shows and institutional corporate promotion activities.**





# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, CASE STUDY

# [02.3]

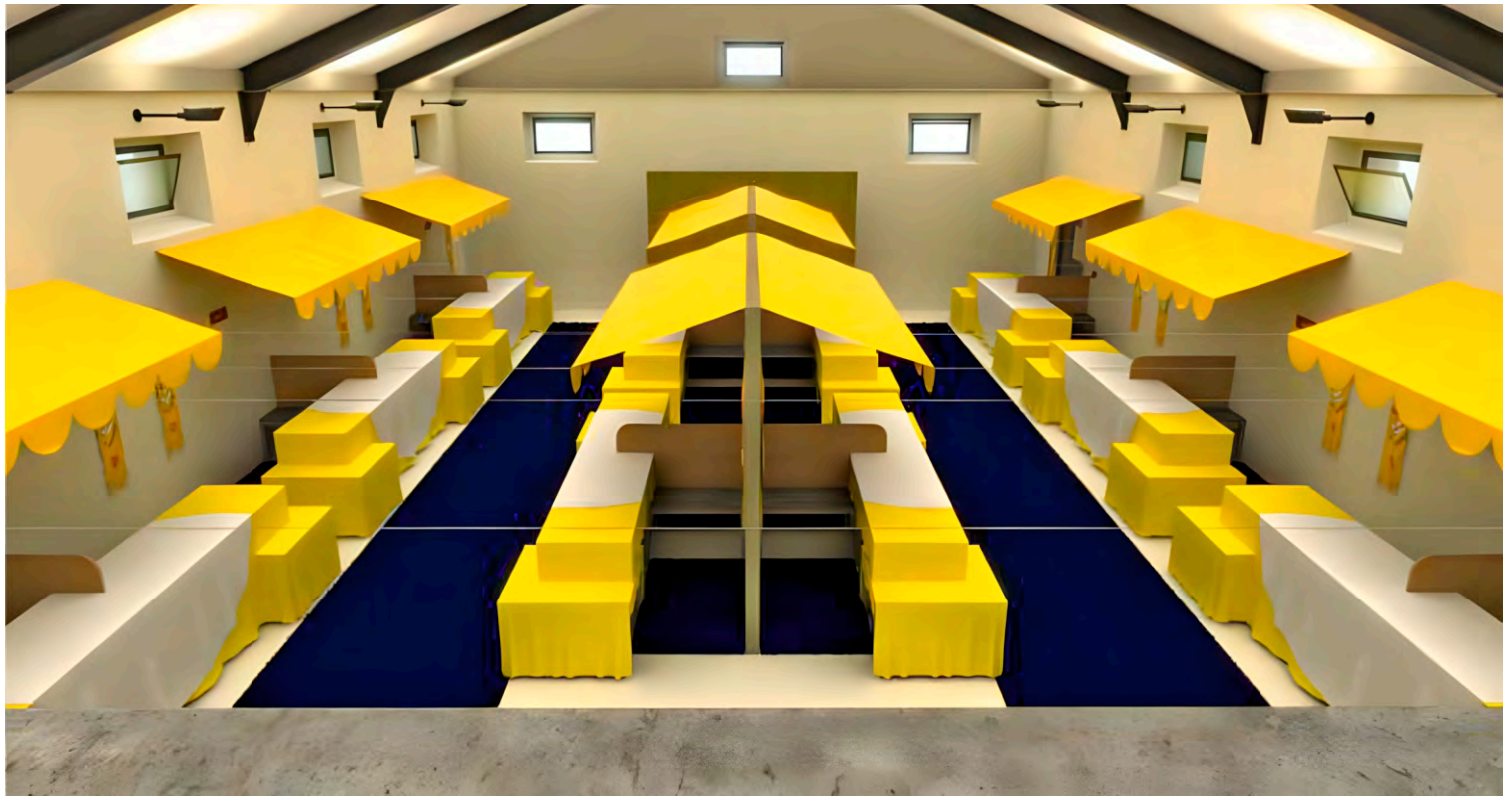
Project Title:  
**[GOLDEN SWEET: FESTA DAS CAVACAS DE  
RESENDE, PORTUGAL]**

Project Description:  
**The mission was to create an annual festival celebrating Cavacas de Resende, a traditional confectionery from the municipality of Resende. The event achieved remarkable attendance and had a direct impact on production and sales, with a significant 30% increase.**

**Challenges:** We initiated the project from the ground up, devising a brand identity for the product and organizing a fair featuring twenty esteemed producers. Additionally, we curated an exhibition illustrating the history and evolution of Cavacas de Resende over time and set up an area for variety shows. Our goal was to maximize resources for repeated event assemblies in the same municipal facility, "O Celeiro de Aregos."





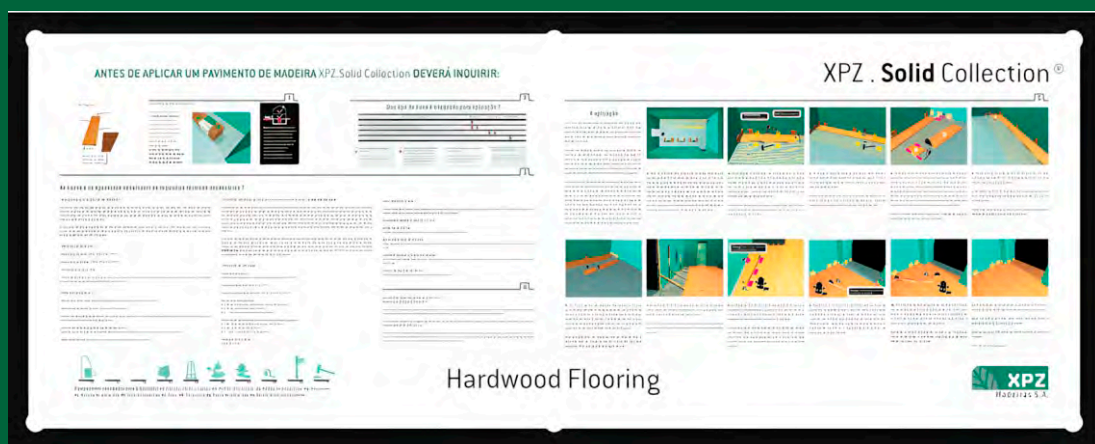
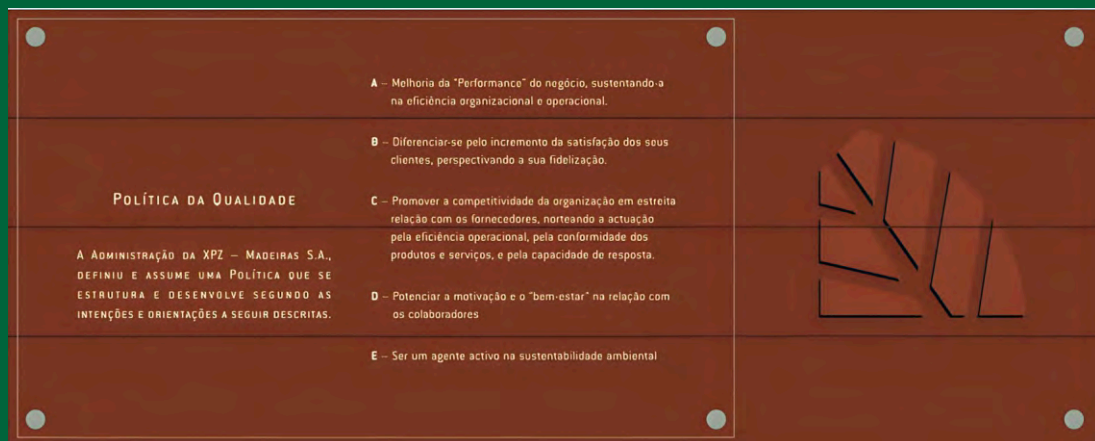


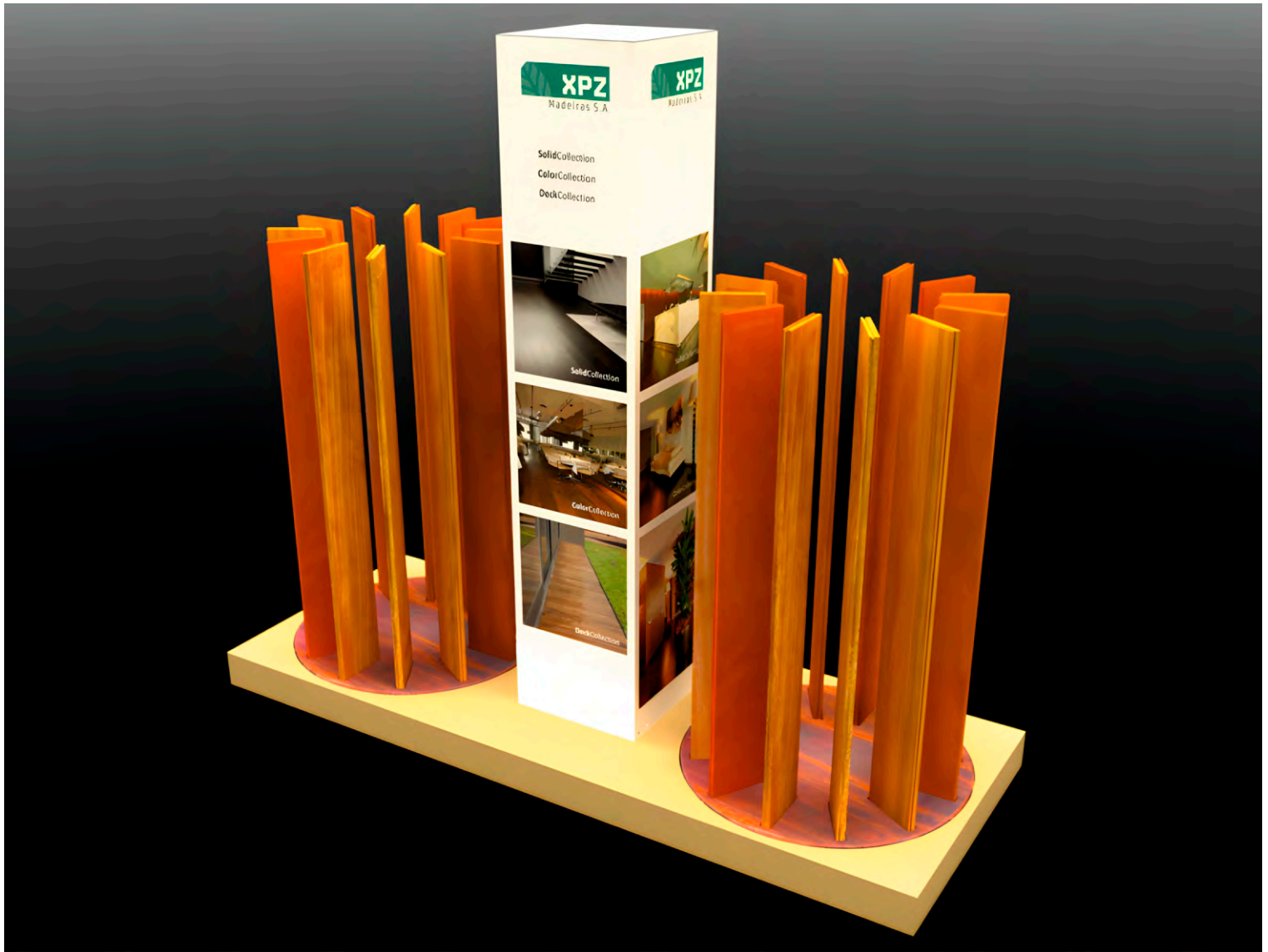
# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

[02.4]

Project Title:  
[COMPREHENSIVE DESIGN COLLABORATION WITH  
XPZ MADEIRAS S.A.]

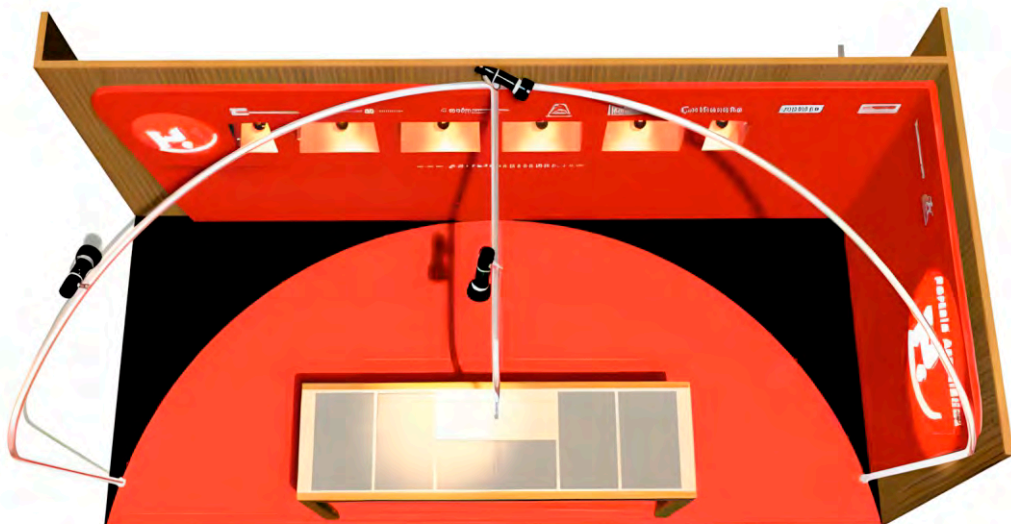
Project Description:  
Our ongoing collaboration with XPZ Madeiras S.A. involved creating a diverse range of items, from custom packaging and product displays for point-of-sale locations to a modular exhibition stand for various exhibitions and improvements to the factory showroom.





# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

# [02.5]





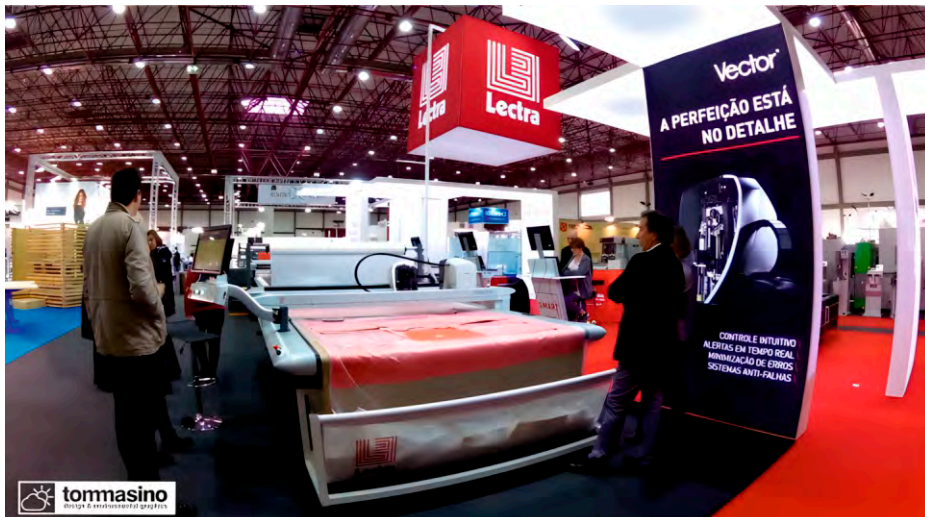
# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

# [02.6]

Project Title:  
**[Maqitex 2015 Exhibition Stand for Lectra, Porto, Portugal]**

Project Description:  
**We designed an impressive 18x9 meter exhibition stand for Maqitex 2015, featuring aluminum and textile elements brilliantly illuminated with LED technology.**





# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, CASE STUDY

[02.7]

Project Title:

[ Visual Identity for K11 Paiol Azul Art Gallery ]  
, Miguel Bombarda, Porto, Portugal

Project Description:

**Our task involved creating and implementing the brand's visual identity and communication systems for the K11 Paiol Azul Art Gallery. We also developed exhibition catalogs, posters, and various merchandise.**

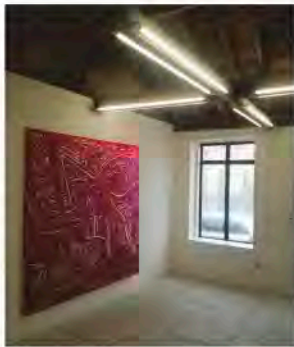






AGRADECIMENTOS

- PAULO RANGEL
- JOSÉ SOARES
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- OCTÁVIO VIEIRA
- TELMO VASCO TEIXEIRA
- ARLINDO SANTOS
- CARLOS ALBERTO
- ISABEL RUIZ
- PAULO - PINGUIM BAR
- MAXIMILIAN DUNSE (Arquitetura)
- L. ANJOS (Design Gráfico)
- TOMMASINO DESIGN (Produção Gráfica)



FICHA TÉCNICA DA INSTALAÇÃO INTERMÉDIA

CARLOS MESQUITA PAI

O ELOGIO DA SEDE MESMO-

ONZE PASSOS DE RUA EM SUÍTE DE PEDRO K ACARICIANDO A CAUDA DO PAVÃO 2019

Uma pintura a acrílico sobre tela 200x200cm  
um espelho de 200x200cm  
Vídeo digital (30 minutos- gravado em loop)  
Plástico impresso com 400x400cm- usado como peça de chão  
Som.



ESPAÇO DE ARTE

Texto Manifesto  
K11 Paíol Azul

invocar o poder das transições vividas da MEDIANÇAS

A NOSSA FORTUNA E O SEU SONHO  
O NOSSO CIRCOCOMIM CHAMAR SE SODIFICARON  
PARA EDIFICAR A CASA DA ARTE E CONSTRUIR  
AQUI COMUNIDADE  
A NOSSA FORTUNA E ENTRE O MEDO E A BELEZA  
A SUBLIME EVOCAÇÃO DE UM CANTO DE SÓFIA

SEU AUTOR DOS CURANDEIROS DA RESOLUÇÃO

SEU POOL ZEPRUN RESSATADA TAUBE

SEU BRAVO TROPICADO CALITE

SEU USUÁRIO TAMBÉM MISTERIO

JOSE GONCALINHOS

SEU ANO A LUGA DEB CE ARIA DE MERCARIA

REBECCA

HAI SE ESTA CIDADE FAU SE

HAI SE

ELIASIA COSMOS L. GONCALINHO

SEU NOME

JUST IN CASE THEY ARE WORKS OF ART

SEU NOME CONTRA O FASCISMO DO ESPETACULO

JUST IN CASE IT STANDS IN A MUSEUM NEVER CROSSED ONE BRINDI

NOVA TENTATIVA PROPOSITIVA DAS LINES MAGNETS DESAJUSTOS

EM SEU CORRETO

SEU NOME O ÚLTIMO PRIMEIRO E O ÚLTIMO AMOR

CONTRA AQUELES QUE TEM PODER DE DEFEIR E NADA TABAC

NA GRARIA DAS PRIMEIRAS TABELAS DAS PRÓXIMAS CENTURIAS

UMA MATEMÁTICA DE MIRA

SUPER MONITOR

DE NO DISCURSO VISUAL

SEU NOME O BRAVO SA

TAI COLEGAR

HAI TIRE E EM SUITE TED

SEU NOME

E A DECIMA PRIMEIRA DESCOBERTA DE PORTO CALLE

NO PORTUGAL DO SÉCULO XX

SEU NOME

CARLOS MESQUITA PAI



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k11paiolazul@gmail.com



O Elogio da Sede Mesmo

ONZE PASSOS DE RUA EM SUÍTE DE PEDRO K ACARICIANDO A CAUDA DO PAVÃO

IF YOU ENGAJE IN TRAVEL YOU WILL ARRIVE

O projecto conceptual e estético para a realização da minha exposição de artes plásticas intermédia no espaço de arte K11 PAIOL AZUL propõe uma poética intermédia que parte de uma pintura a acrílico sobre tela de 2x2 metros que executei entre os anos 90 e Julho de 2018 reinscrevendo-a no espaço de arte como pintura-instalada ou instalação em que por um processo de associação de um acaso objectivo- uma performance imprevista realizada por Pedro K perante a referida pintura se evoca numa dança a composição bidimensional da pintura enquanto Pedro K acaricia a cauda do Pavão.

Este acto criativo realizado por Pedro K é como uma epigrafa espacial do labirinto visual representado na pintura e evoca uma via dos milagres emocional relacionando o corpo da pintura com o universalismo dos gestos mimodramáticos do performer.

A pintura e a performance referidas foram depois videografadas fazendo parte desta instalação site specific tendo-se também registado o som que Pedro K escolheu para acompanhar os movimentos do seu corpo enquanto Homo Ludens.

Na sala de abertura do espaço de arte K11 PAIOL AZUL pós-se em relação com a pintura dada um espelho de 2x2 metros alinhado num eixo de simetria entre as paredes paralelas para criar um contraponto visual entre a materialidade irregular e orgânica da superfície da pintura acrílica e a perfeição especular da superfície do espelho entendido como parábola visual da história contada por Agustina Bessa Luís sobre o concurso de pintura persa medieval ganho pelo pintor que não pintou mais um quadro analógico mas poliu a parede que lhe foi atribuída até a tornar num espelho refletindo a parede paralela a um quadro dado transformando-o no reflexo da parede recém polida na sua perfeição e imaterialidade óptica.

Através desta ação o pintor que ganhou o concurso referido abordou através desse dispositivo emocional conceptual e estético a natureza paradoxal e relativística do espaço-tempo em si mesmo revelado pela luz refletida na superfície quasi imaterial da parede que lhe foi atribuída para realizar a sua pintura que seria previsivelmente analógica.

Hoje o tempo consagrado pelo espelho-pintura de luz é concebido pela teoria da hipersimetria e dos eixões e nesta instalação canaliza a pintura acrílica e o vídeo de Pedro K projetado na sala tarot ao lado grande plástico impresso colocado no chão a 80% de violeta convidando o público a estabelecer um percurso nesta instalação convocando a arte como um lugar de contemplação entre o jogo e a ascense aberta ao futuro do que vier a ser real mesmo educando os brutos e colhendo crisântemos e papoais.

Nesta instalação que aqui se apresenta enquanto pequena ópera visual procuro imaginar um canto de cultura intermédia transnacional- with many details to be documented in the sky porque numa noite no pinguim encontrei um poeta francês dizendo-me que D.Sebastião regressou e contou-me tudo o resto- THE INVISIBLE TROUBLE porque creio que os místicos têm razão quando dizem que somos todos Um e depois sonhei tens de comprar cianeto para matar o cão enquanto a Gabi desapareceu no mata-borrão.

Nesta instalação para o K11 só me interessam as pistas só elas me fazem sonhar pensando que a arte contemporânea existe e não existe como o gato de shrodinger.

No livro de José Gil intitulado CAOS E RITMO o filósofo evoca o nascimento da primeira e da segunda eternidades a partir de uma batida percutida em todo o universo e com a segunda batida dá-se o nascimento do ritmo intemporal.

Enquanto realiza a sua performance Pedro K prende o vazio e dança CETTE BLESSURE SECRÈTE QUI NOS HABITE

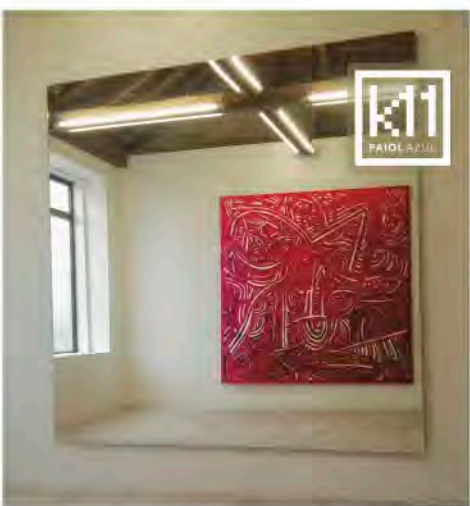
Admira a pintura pela pintura numa contemplação interior e silenciosa PEDRO K OS TEUS ANOTECIDOS 11 PASSOS DESATARAM AOS ABRAÇOS

ENQUANTO PEDRO K DANÇA OS CORPOS-RUÍNAS QUE ENCONTRA NA PINTURA RECOLHEM COM O OLHAR UMA RÉSTEA DE SOL- SAL- SOL- RUÍNA, CORPO-SOL-SAL-RUÍNA E DEPOIS

ACARICIANDO A CAUDA DO PAVÃO  
UM RECOMEÇO DE TODAS AS COISAS- QUALQUER COISA

- CORPO
- SAL
- SOL
- RECONSTRUÍDAS EM SI MESMAS

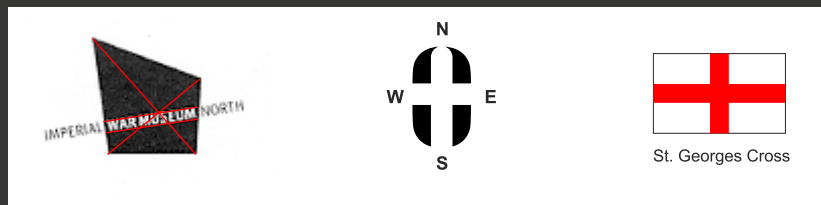
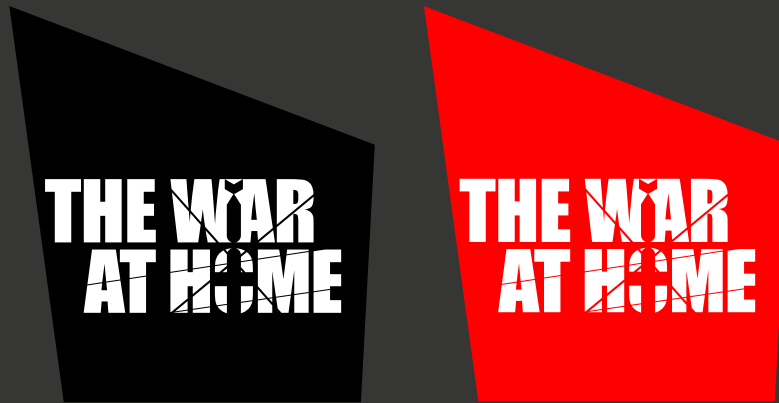
CARLOS MESQUITA PAI 15/02/2019 CAFÉ VASCO DA GAMA



ESPAÇO DE ARTE

# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

[02.8]

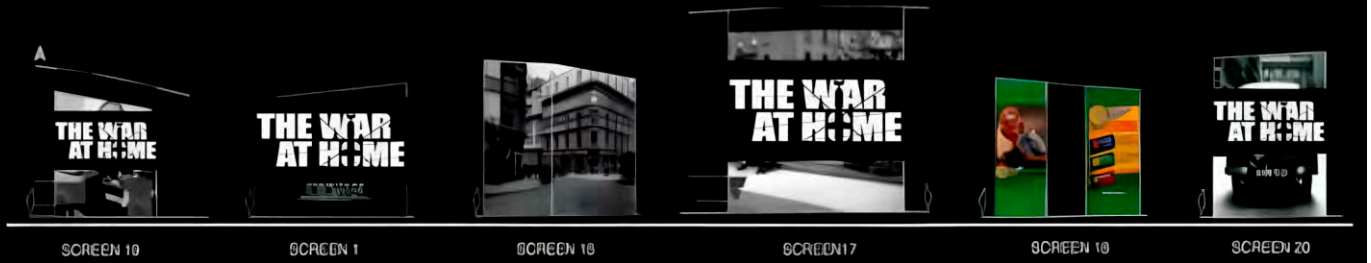


Project Title:  
[ "WAR AT HOME" - IMPERIAL WAR MUSEUM  
NORTH, UK ]

Project Description:  
**We crafted the visual identity for "The War at Home," an immersive static projection program at the Imperial War Museum North, interpreting life in Northern England during World War II.**

**Challenges:** Our challenge was to encapsulate the essence of life during that era, merging national elements like the Saint George flag, the Imperial War Museum logo, and cardinal points. The design incorporates a bomb silhouette falling between "W" and "A," representing the wartime bombings, while barbed wire stylizes the Imperial War Museum logo.

**Results:** The resulting logo offers a profound representation of life during World War II and effectively communicates the exhibit's theme. It combines national symbols and historical elements, resonating with visitors and enhancing their understanding of the era's challenges and resilience.



# EXHIBITION DESIGN, BRAND ACTIVATION AND EVENTS, *CASE STUDY*

## [02.9]

Project Title:

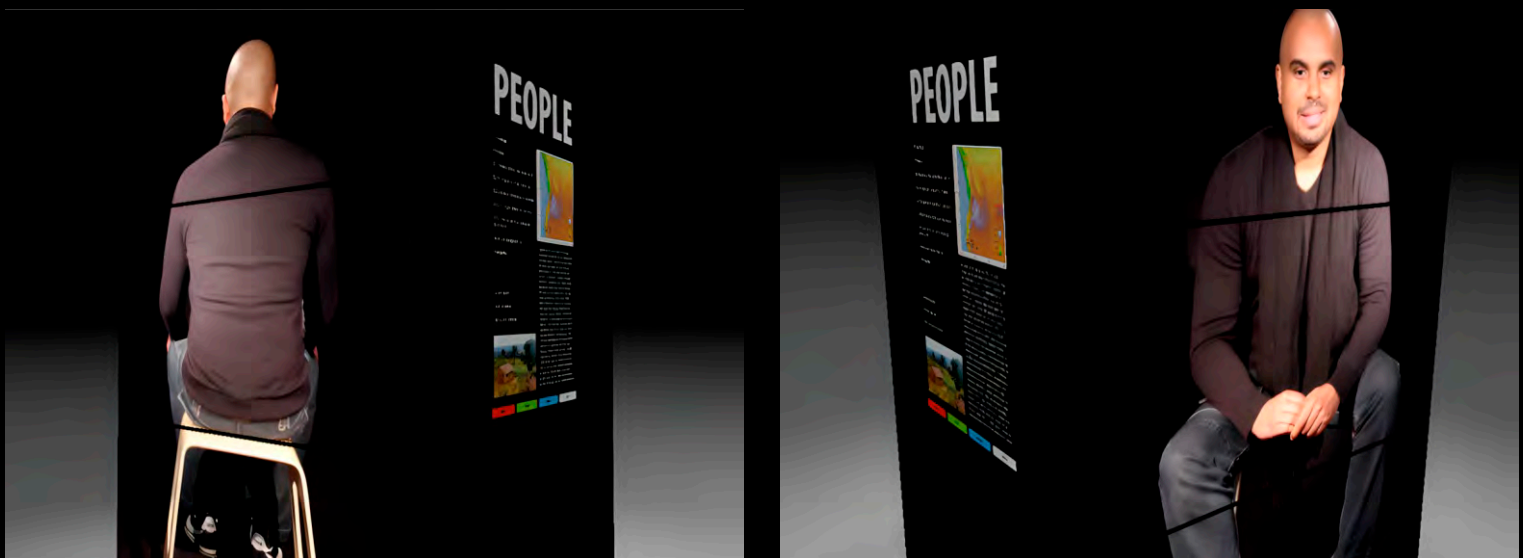
[ **PEOPLE - CONCEPT FOR AN INTERACTIVE  
EXHIBITION** ]

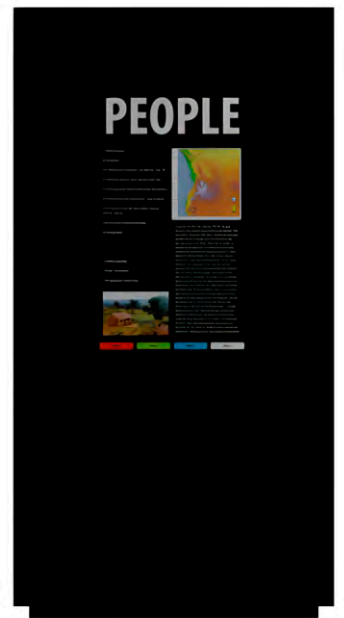
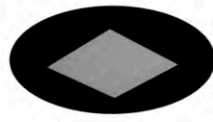
Project Description:

**"People" is an interactive exhibition concept that delves into universal topics related to the human condition.**

Through structured interviews on significant aspects of human life, we gathered personal narratives from individuals across different regions of the world who faced similar challenges.

These narratives provide a holistic view of the origins of these challenges, as well as the diverse cultural approaches to addressing and resolving them







## **PORTUGAL**

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