



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Portuguese Culture for the Designer

Academic Year 2023/2024

1. Organic Unit

Faculty of Architecture and Arts

2. Course

DESIGN

3. Cycle

1st

4. Course Unit

Portuguese Culture for the Designer (L5026)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

2nd Semester



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8. Class type and workload (work time)

Theoretical classes:	30,00
Practical classes:	
Theoretical-Practical Classes	
Tutorial Guidance:	

9. ECTS Credits

2,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor CARLOS HUMBERTO MATEUS DE SOUSA BÁRTOLO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To introduce students to the circumstances of design in Portugal, the obstacles to its affirmation, its specificities, and the relationship with the political, economic and cultural contexts in which it flourished.

To reflect on the concept of identity, both individual and collective, and of design projects, and in particular on the disciplinary idea of a Portuguese identity in design.

To recognise key players in the affirmation of Design in Portugal.

15. Specific Objectives

To promote the approach of themes and problems around Design, especially as a phenomenon in Portugal, and the practice of its research.

To contribute to the maturation of a refined and grounded critical sense, supported by specialised bibliography and a plural and diversified iconographic repertoire.

To improve the technical and critical vocabulary specific to the discipline.

To consolidate the rules of scientific work and reading habits.

16. Skills to be acquired

The ability to identify and relate key themes, moments and protagonists of Design culture in Portugal in its relationship with the universal history of design and with the general context of Portuguese history in its ideological, scientific, technological, political, economic, social and cultural realms.



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17. Teaching Methodology

Participative oral lectures, possibly supported on commented reading of texts, presentation of supporting iconography on slides or films.

In addition, support material will be made available, such as: compulsory reading support texts; suggestions for complementary consultation elements (books, films, etc.).

18. Course Unit Program

- 1 Identity and Identities. We and others: who we are, how we see ourselves, how they see us.
2. Issues of national identities: concepts of nations and nationalisms. Portugal and the World.
3. Construction of a chronology of Portuguese design: key moments of a national socio-political history and the relationship with the world panorama. A culture as a sum of cultures: the Portuguese case, mapping influences.
4. Historiography, histories and stories of design in Portugal
5. Industry in Portugal, reasons for its incipient backwardness: between state production, royal manufactures and private industrial development in the early 19th century. Artistic and industrial education in Portugal: parallels with developments in the rest of the world.
6. From the first Pombaline industrial exhibitions to the 1882 Retrospective Exhibition of Portuguese and Spanish Ornamental Art. National production and criticism of the exhibit. The beginning of ethnographic studies in Portugal and the nationalist attitude.
7. Arts and Crafts, Art Nouveau and reflections on national thinking. Characters: Rafael Bordalo Pinheiro and Tomás Leal da Câmara. Raul Lino: his work as a "proto-modernist" within the influence of Arts and Crafts and the new arts of nationalist tendency, his role as a defender of tradition. Concepts of Casa Portuguesa and Português Suave and their consequences.
8. Establishment of the Republic: a renewal of the country, modernity and the post-Great War. Lisbon to the rhythm of cosmopolitanism and modernity.
9. Coup d'état of 1926. the first decades of a state that wanted to be new. Ambivalence between Tradition and Modernity. Regeneration, Public Works and SPN. A new national identity based on an idealised vision of tradition.
10. Post-War. A new modernity, revolt and realignment with international "time". The Development Plans and attempts to move closer to the industrial world. Modernity reflected in the work of various authors of the second modernist generation.
11. Design in Portugal: the three factors for its appointment: comprehension of its role as central by the industrial community; essays on its teaching; its formalisation by the state as a tool for the modernisation of the country.
12. Design in a period of political change: 1960's, a decade of civil revolutions; 1974, decolonisation and economic crisis; post-74 a country to be reborn.
13. Modernity and post-modernity: Portugal from the 60s to the 80s. The post-freedom 'movidas'. A new attitude of the discipline: Bairro Alto, fashion, author design.
14. The contemporary era: what design in Portugal, what design policies in Portugal.

19. Assessment Methods

- continuous evaluation: 2 written tests and 1 written work or visual analysis
- participation and intervention in class; quality of oral and written expression; demonstration of interest in the course contents and ability to interpret and relate them.



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20. Didactic Resources

Support texts, compulsory or optional reading (sources and reference works).
Audio visual material
UL Library (Mediateca) and others
Internet

21. Sustainability Objectives

Although the aim of teaching this course and of the degree is to fulfil goal n.4 - quality education - the foundational basis of the UL-Lisbon Design courses is the belief that Design is a tool for the sustainable promotion of society in its ethical, social and ecological aspects. Therefore, one of the global objectives of Design teaching at UL-Lisbon is to alert students to the importance of their future as Designers so that it fulfils ALL the 17 SDG defined by the UN.

22. Keywords

Design
Identity
History
Culture
Portugal



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23. Main Bibliography

Author(s): BÁRTOLO, José (coord.)
Title: Designers Portugueses (13 vols)
Edition: 1ª Year: 2016
Local: Matosinhos
Publisher: Cardume Editores

Author(s): MUDE, Museu do Design e da Moda; SOUTO, Maria Helena
Title: Ensaio para um arquivo: o tempo e a palavra (1960/1974)
Edition: 1ª Year: 2017
Local: Lisboa
Publisher: CML/MUDE

Author(s): SILVA, Jorge (coord.)
Title: Coleção D - Design (15 vols.)
Edition: 1ª Year: 2011
Local: Lisboa
Publisher: INCM

24. Complementary Bibliography

Author(s): MUDE, Museu do Design e da Moda; COUTINHO, Bárbara, coord.; LEANDRO, Sandra, coord.
Title: Museu Infinito: Joaquim Vasconcelos (1849 - 1936) e o Museu Industrial e Comercial do Porto
Edition: 1ª Year: 2016
Local: Lisboa
Publisher: CML/MUDE

Author(s): CEIA, Aurelindo Jaime e outros
Title: José Brandão, Designer. Cultura e prática do design gráfico
Edition: 1ª Year: 2015
Local: Lisboa
Publisher: Fundação Calouste Gulbenkian



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