



Guta Moura Guedes
Torres Vedras, 23.07.1965
Portugal

Guta Moura Guedes: A Visionary Curator, Cultural Strategist, and Advocate for Design as a Catalyst for Change

Guta Moura Guedes is a Portuguese curator, cultural strategist, and thought leader whose work has profoundly shaped the international landscape of design, architecture, and contemporary culture over the past three decades. With a multidisciplinary approach that seamlessly integrates curatorial practice, research, cultural management, and strategic development, she has been at the forefront of expanding the role of design beyond aesthetics—positioning it as a vital tool for social, economic, and environmental transformation.

As President of Experimenta, the Lisbon-based cultural association she co-founded in 1998, Guta has been instrumental in fostering design discourse and innovation through exhibitions, publications, and major international platforms. Under her direction, experimentadesign (EXD), Portugal's pioneering design biennale, became a global reference, bringing together leading voices in design, architecture, and critical thinking and staging groundbreaking exhibitions in Lisbon, Amsterdam, Milano, London, and beyond.

Guta's curatorial projects, from *Flexibility: Design in a Fast-Changing Society* in Torino to *Common Sense* at Lina Bo Bardi's Glass House in São Paulo, *Still Motion* at the Triennale di Milano, or *Set in Stone* at the London Design Museum, reflect her keen ability to articulate contemporary narratives through design and architecture, engaging with broader societal issues such as sustainability, cultural heritage, gender perspectives, and urban transformation.

Her involvement in European cultural diplomacy is equally significant. She participated in projects like MERITA, a Creative Europe platform uniting institutions across 12 countries, and in fostering collaborations between Portugal and international organizations. In addition, she serves on the Advisory Board of Fondazione Bisazza in Italy and has been recognized by the governments of France and Italy for her contributions to culture.

In 2023, she launched the TerraFoundation, a collaborative platform exploring the intersection of culture, climate action, and social engagement, based in Portugal's Comporta region. Through creating and curating initiatives like *First Stone* and *City Cortex*, focusing on sustainable materials and urban environments, and the Comporta Weather Station, part of the World Weather Network, she continues to push boundaries in interdisciplinary cultural practice.

Beyond her curatorial and cultural management roles, Guta is a respected voice in international design discourse. She contributes regularly to publications, including a column on design, architecture, and culture for Portugal's

Expresso newspaper. She is a sought-after speaker and consultant, engaging in debates, conferences, and strategic discussions worldwide.

Recognized for her relentless curiosity, intellectual rigor, and visionary leadership, Guta Moura Guedes remains one of the most influential figures in contemporary design and cultural innovation, continuously shaping the dialogue on how creativity can enrich societies, reframe identities, and build a more sustainable and inspiring future.

Present

She is the President of Experimenta, a non-profit cultural association she co-founded in 1998, a position she has held since 2000, overseeing all its activities ever since. She is also the Vice-President of Terra Heritage, a non-profit cultural association she co-founded in 2021. She serves as the Artistic Director of TerraFoundation, a collaborative cultural platform launched in 2023 in the Comporta region, dedicated to fostering balance in human relationships and between humanity and the planet. Additionally, she is the co-founder and Artistic Director of the Lisbon Gallery. She is a regular contributor to the newspaper Expresso, writing a column on design, architecture, and contemporary culture for Revista E. She also leads Portugal's participation in Merita, a European cultural project that brings together 12 countries and 17 institutions. She is a member of the Advisory Board of the Fondazione Bisazza in Italy.

Chronology

2024

- Launches the presentation of the City Cortex programme results, for which she is the curator, focusing on sustainability and urban life. Between June and November, eight public space installations are placed in Trafaria and Belém, Lisbon, with the Trafaria installation being permanently donated.
- Coordinates the donation of Álvaro Siza's Portuguese stone bench, from the Primeira Pedra programme, to the Serralves Foundation.
- Curates the three artistic residencies of Merita Portugal, held in Leiria, Meres (Spain), and Lisbon.
- Participates in a debate for Italian Design Day in Lisbon, alongside Ambassador Carlo Formosa, Giusi Tacchini, Maria Cristina Didero, and Arianna Lelli Mami.
- Debate "*Regenerating the Future: Strategies for Circular Cities and Industries*", Serralves Foundation.
- Serves as Artistic Director of the City Cortex book.

2023

- Coordinated and served as Artistic Director of the book *First Stone*, launched at the Museu dos Coches with the participation of the President of Portugal, Marcelo Rebelo de Sousa.
- Designed the Warm-up event for TerraFoundation in August, held in Carvalhal/Comporta.
- Curated the Comporta Weather Station programme, part of the World Weather Network, in Carvalhal/Comporta.
- Curated the Fazer Bem exhibition in Carvalhal/Comporta.
- Curated the exhibition *O Dia Abre Meus Olhos* in Carvalhal/Comporta.
- Served as Artistic Director of the book *Fazer Bem, Doing Well, Doing Good*, published by AMAG.

- Curated and organized a conference by American designer Lance Wyman, held at the Faculty of Fine Arts of Lisbon and ESAD Matosinhos.
- Debate "[A Value Agenda for Tourism](#)", at BTL, Lisbon
- Honored by the Italian Government with the title Cavaliere al Merito della Repubblica Italiana.

2022

- Inaugurates the exhibition *First Stone 2016/2022* at the National Coach Museum, showcasing 74 original works in Portuguese stone, designed by 36 authors from 15 countries, crafted by Portuguese industry and artisans, with the presence of Portuguese President Marcelo Rebelo de Sousa.
- Co-curator, alongside Jorge Portugal, of the XV COTEC Europa Meeting, dedicated to the theme "*Culture Meets Innovation*", in Braga.
- Co-curator, with Jorge Chaminé, of *Passarola – Music Variations on the Past and the Future K.87*, in Braga.
- Curator of Portugal's participation in the women's empowerment Erasmus+ project *Forward | Fashion, Crafts, and Design for Women Empowerment*, bringing together Portugal, Italy, and Romania.
- Coordinator and curator of Portugal's participation in the MERITA project, a winning bid for Creative Europe – European Platforms 2021, uniting 12 countries and 17 European institutions (2022-2026).
- Participates in a debate on the state of Design in Portugal and Italy with Giulio and Maria Milano, in Lisbon.
- [Live Talk on Design](#) with Mateo Kries, Vitra Design Museum
- Establishes a partnership protocol between TerraFoundation and the Centre Européen de Musique.

2021

- Co-founds, alongside José João Raimundo, the non-profit cultural association Terra Heritage, serving as Vice-President.
- Conceptualizes the new cultural platform TerraFoundation, which connects culture, the environment, and social action.
- Co-founds ReCenter Culture, an agency created to support the Portuguese cultural sector during and after the pandemic (2021-2023).
- Joins the jury of the German Design Award, marking the first time Portugal is represented in this prestigious panel.
- Invited by ArtAngel to serve as a curator, alongside 27 other curators from different countries, for the World Weather Network project.

2020

- Founds D4C – Associação Design For Crafts.
- Creates the *Design For Women and Crafts* programme.
- Curates Portugal's participation in the MUSA project, promoted by Le Dimore del Quartetto, exploring the intersection of design, architecture, visual arts, and classical music. The project involved Portugal, Italy, France, and Ukraine, with events at the National Palace of Mafra and MAAT.

2019

- Curates the exhibition *Expanded*, at Fondazione Cini, part of the 58th Venice International Art Biennale.
- Curates the permanent installation in New York of *Hell's Kitchen Bench* by Álvaro Siza.
- Commissioned by the curatorial board of the 14th edition of Design Miami/Basel to curate the exhibition *Common Sense*, marking Portugal's first-ever representation in the central pavilion of Design Miami/Basel.

- Serves as a consultant in design, architecture, culture, and strategic development for the Terras da Comporta project by Vanguard (2019-2023).

2018

- Invited by Corticeira Amorim, creates the City Cortex programme, focused on the use of cork in urban spaces, presented in Lisbon and Trafaria in 2024.
- Serves as a jury member for The Design Prize 2018, an award co-founded by Abitare Magazine and Designboom, in Milan.
- Co-curates the selection of Portuguese designers and invites Portuguese artisans for the first edition of Homo Faber, at Fondazione Giorgio Cini, Venice.
- Curates the permanent installation *Mint Street* in London, a result of the partnership between the Primeira Pedra programme and the London Design Festival.
- Directs and curates three documentaries for Primeira Pedra, presented in partnership with RTP (2018-2019).
- Curates and inaugurates the exhibition *Lisbon in Zurich*, in a partnership between Lisbon Gallery and Brand New World Salon, Zurich.
- Speaker at the reSite conference in Prague.
- Conference "Useless Design?", at the Institute for Art and Architecture, Vienna
- Begins her collaboration with the newspaper Expresso, launching a weekly column on design in Revista E.

2017

- Director of the EXD'17 biennale, themed *Before & Beyond*.
- Concludes the 10-edition cycle of the experimentadesign biennale (EXD), after 18 years, as President of Experimenta. Across its decade-long run, EXD welcomed 1,135,107 visitors, averaging 116,123 per edition, hosted 1,833 participants from 51 countries, and presented content in 59 venues across Lisbon, including long-abandoned and disused spaces.
- Curates the exhibition *Still Motion*, presented at the Triennale di Milano.
- Curates the exhibition *Resistance II*, at the Vitra Campus, during Art Basel 2017.
- Curates the exhibition *Common Sense*, at Casa de Vidro Lina Bo Bardi, São Paulo.
- Curates the exhibition *Set in Stone*, at the London Design Museum, part of the London Design Festival.
- Curates the exhibition *Drawing in Stone*, at the National Coach Museum, Lisbon.
- Commissions the videomapping project *Inside*, at the National Coach Museum, Lisbon.
- Participates in a debate on the state of design between Italy and Portugal, with Stefano Casciani, Italian Design Ambassador 2017, in Lisbon.

2016

- Creates *First Stone*, an international experimental research programme, at the invitation of Assimagra. The initiative explored the potential of Portuguese stone, bringing together industry, design, architecture, and visual arts, extending until 2024. The project was granted the High Patronage of the President of Portugal, Marcelo Rebelo de Sousa.

- Curates the exhibition *Resistance*, part of Primeira Pedra, presented at the 15th International Architecture Exhibition of the Venice Biennale, hosted at the Istituto Veneziano per la Storia della Resistenza e della Società Contemporanea, Villa Hériot.
- Following the conclusion of the partnership with Central de Cervejas, which decided to sell Convento da Trindade, experimenta moves its studio to Rua Nova da Trindade, remaining in Chiado.

2015

- Inaugurates EXD'15, under the theme *No Borders*, held in Lisbon, Porto, and Matosinhos, serving as Artistic Director.
- Commissions the exhibition *LEVE*, the first-ever exhibition on Portuguese design in Brazil, presented in São Paulo.
- Appointed to the Honorary Committee of Arco Lisboa.
- As part of the Portuguese Design Year, creates the Diálogos series and coordinates *Out of the Box*, the first exhibition of Israeli design in Portugal, curated by Galit Gaon and presented at the Ajuda National Palace.
- Leads the strategic and artistic direction of the renovation of the Ericeira Tourism Office and the creation of the Ericeira World Surfing Reserve Interpretative Center, a project highlighting the relationship between design and the maritime economy.
- Participates in the first edition of the *Fórum do Futuro* in Porto, at the invitation of Paulo Cunha e Silva.
- Decides not to renegotiate institutional funding for the experimentadesign biennale, leading to its final edition in 2017, funded exclusively by private investment, initiating a new phase for Experimenta.

2014

- Appointed as Commissioner of the Portuguese Design Year.
- Creates www.designportugues.pt, the first online database of Portuguese designers.
- Establishes the National Design Awards, including the Daciano da Costa Award, the Sebastião Rodrigues Award, and the Pádua Ramos Award.
- Commissions the book *Portugal by Design*.
- General Curator of the exhibition *A Liberdade da Imagem: Design e Comunicação em Portugal 1974/1986*, part of the official program commemorating the 40th anniversary of the 25th of April Revolution, inaugurated in Porto.
- Speaker at the second edition of *Rock Paper Pixel*, part of FADFest – Festival de les Arts i del Disseny, in Barcelona.
- Participates in the panel discussion *Curating Design* at MIART Milan, alongside Maria Cristina Didero, Alice Rawsthorn, and Lilli Hollein.
- Member of the jury for the 2014/2015 edition of the Jumpthegap International Design Competition.
- Speaker at Jumpthegap Bulgaria, in Sofia.
- Speaker at Jumpthegap Romania, in Bucharest.
- Jury member and speaker at the Golden Bee Moscow Graphic Design Biennale, in Moscow.
- Member of the Advisory Board of Babel.
- Member of the Social Council of the Faculty of Architecture and Arts at Lusíada University of Lisbon.

2013

- Inaugurates EXD'13 biennale, themed *No Borders*, serving as co-artistic director.
- Curates the exhibition *Metamorphosis* at the Jerónimos Monastery.

- Member of the Advisory Council for the 40th Anniversary Commemorations of the 25th of April Revolution.
- Joins the National Commission of the Portuguese Olympic Committee.
- Professor at Universidade Católica - Lisbon School of Business and Economics, teaching in the Advanced Programme of Entrepreneurship and Innovation Management (until 2017).
- Speaker at the Global Design Forum 2013, part of the London Design Festival.
- Co-author of the project *19 Cores*, commissioned by the Arpad Szenes Foundation, celebrating 105 years since the birth of Maria Helena Vieira da Silva, at Jardim das Amoreiras.
- Curates the exhibition *From Here to Somewhere*, presented at Lisbon Airport, later traveling to Porto Airport.

2012

- Moves to Lisbon with her two children while maintaining the family home in Torres Vedras.
- Curator of the Pureza exhibition at Convento da Trindade, Lisbon.
- Ambassador for Global Entrepreneurship Week.
- Consultant for the cultural institution La Gaité Lyrique, Paris.
- Joins the Executive Committee for the Bicentennial Commemoration of the Lines of Torres Vedras.
- Participates in the debate CEA - XIV Summer Course: Portugalidade, Elements for Reflection; The Superfluous and the Necessary at the Institute of European and Atlantic Culture.
- Member of the Advisory Board of Grace.
- Speaker at the 11th Entrepreneurship Conference - Cultural Entrepreneurship and Creative Industries at ISCTE.
- Under her presidency, and as part of the protocol with Central de Cervejas, experimenta moves to Convento da Trindade, maintaining its presence in Chiado.

2011

- Inaugurates EXD'11 biennale, themed *Useless*, serving as co-artistic director.
- Co-curates *Action for Age II*, an initiative of the Royal Society for the Encouragement of Arts, Manufactures and Commerce, in partnership with experimentadesign, supported by the Calouste Gulbenkian Foundation and Santa Casa da Misericórdia de Lisboa.
- Promoter and Co-Curator, alongside Sir John Sorrell, of the 1st Creative Economy Symposium, in collaboration with the British Embassy, at Tribunal da Boa-Hora, Lisbon.
- Artistic Direction and Curation of the Lisbon-based *The Lisbonaire Apartments* project.
- Member of the Advisory Board of IADE.
- Co-curates the exhibition *Ordem de Compra: Exemplos de Sucesso no Design e na Indústria Portuguesa*, inaugurated by President of the Portuguese Republic Aníbal Cavaco Silva at Palácio Quintela, Lisbon.
- Artistic Direction and Curation of the *MATERIA* collection for Corticeira Amorim, launched in Milan, during Salone del Mobile di Milano.
- Becomes a columnist for the television opinion program *Vem ao Quê*, on Canal Q, hosted by Enrique Pinto Coelho.

2010

- Consultant for the Music Department of the Calouste Gulbenkian Foundation, specializing in Communication Design.
- Jury Member for the Curry Stone Design Prize, a prestigious American international design award.
- Co-creator and talk host of the television program *As Cidades Visíveis*, on Canal Q, focused on architecture, urbanism, design, and cities. The 24-episode series featured interviews with 52 Portuguese authors.

- Co-curates the exhibition *Revolution 99-09*, a retrospective of Portuguese design showcasing 190 projects from over 70 designers and studios. It presented a comprehensive overview of national production over the last decade, displaying an archive of more than 400 pieces, at Palácio Quintela, Lisbon.
- Co-curates the exhibition *Display: Objects, Building and Space*, exploring the relationship between art, space, buildings, and objects, at Palácio Quintela, Lisbon.

2009

- EXD Biennale returns to Lisbon. Inaugurates EXD'09, themed *It's About Time*, serving as Co-Artistic Director.
- Curates the international segment of *Efeito D*, a project created by Pedro Bidarra, where design explored Trisomy 21 (Down Syndrome).
- Co-commissions the *Action for Age* program, alongside Emily Campbell, focusing on design and aging, presented at the Calouste Gulbenkian Foundation.
- Develops the strategic design and artistic direction for *Make It Better*, a low-cost/good design equipment line for Movelpartes, part of the Sonae Group.
- Under her presidency, *experimenta* establishes a protocol with Central de Cervejas and relocates to Palácio Quintela, in Chiado.

2008

- Inaugurates EXD'08 Amsterdam, the first international edition of the experimentadesign biennale, co-directed with Renny Ramakers, under the theme *Space & Place*.
- Becomes President of the ExperimentaDesign Amsterdam Foundation, created to produce the Dutch edition of the experimentadesign biennale (2008–2015).
- Curates the exhibition *Come To My Place* at Westerhuis Gallery, Amsterdam.
- Curates *Flexibility – Design in a Fast-Changing Society*, one of the main exhibitions of the first World Design Capital, Turin.
- Commissioned by Corticeira Amorim to conceptualize and develop two pioneering projects on cork, which later became MATERIA (launched in 2011 in Milan) and Metamorphosis (presented in Lisbon in 2013).
- Appointed Director of Art Algarve 2009, at the invitation of Turismo de Portugal, continuing the work previously led by the Serralves Foundation in the first two editions of the event.
- Speaker at *Venice Sessions V – Design the Future* in Venice.
- Under her presidency, *experimenta* secures a tripartite protocol with the Lisbon City Council, the Ministry of Culture, and the Ministry of Economy, ensuring the return and continuity of the experimentadesign biennale in Lisbon.

2007

- Cancels the EXD'07 biennale in Lisbon, which had been in preparation since 2006, after the Lisbon City Council withdrew its financial support for the event. This decision prompted an international letter of support, signed by hundreds of creators, in defense of the biennale.
- Invited by the Amsterdam City Council to organize an edition of EXD in the Dutch capital, in partnership with Droog Design.
- Appointed to the International Advisory Committee of *Torino 2008 World Design Capital*, the first-ever World Design Capital.
- Serves on the jury of the first edition of the Prix Émile Hermès.
- One of ten international curators for the Phaidon Press book *& Fork*, published in April 2007, which explores contemporary design.

- Joins the International Think Tank of Scotland's *Six Cities Design Festival*, an initiative by the British Government.
- Member of the Editorial Committee of Utrecht Manifest Design 2007, Netherlands.
- Curates and co-coordinates the Casa da Música book, assembling a team including Stefan Sagmeister, André Tavares, Mark Wigley, and architect Rem Koolhaas.
- Creates and curates *ONP às Sextas* for Casa da Música, inviting eight Portuguese designers, artists, and architects to develop site-specific works.
- At the invitation of Massimo Dutti, conceives and leads the Massimo Dutti Design Award, aimed at promoting and distinguishing furniture and product design in Portugal.

2006

- Director of Communication, Design, and Development at Fundação Casa da Música, Porto (*until January 2008*).
- Adjunct Professor at Escola Superior de Arte e Design das Caldas da Rainha, responsible for a module in Cultural Management as part of the BA in Cultural Animation.
- Speaker at *Design 06 – Dialogues About Time and Design*, in Vienna, alongside Paola Antonelli and Patricia Urquiola.
- Co-curates the exhibition *Peter Zumthor: Buildings and Projects 1986–2007*, presented at Kunsthaus Bregenz in 2007 and in Lisbon in 2008.

2005

- Inaugurates EXD'05, themed *O Meio é Matéria*, serving as Co-Artistic Director.
- Co-curates *(P) Arquitectura e Design de Portugal 1990–2004*, presented at the Triennale di Milano during President Jorge Sampaio's official visit to Italy.
- Co-curates *Voyager 05*, selected by the Portuguese Ministry of Foreign Affairs for the cultural program commemorating Portugal's Presidency of the Council of Europe, presented in Strasbourg, and after in Prague.
- Contributor to the book *New Design Cities / Nouvelles Villes de Design*.
- Honored by the French Government in March 2005 with the title of Chevalier de l'Ordre des Arts et des Lettres (*Knight of the Order of Arts and Letters*).

2004

- Appointed Administrator of the Centro Cultural de Belém Foundation by the Portuguese Government (*Nov 2004 – Oct 2005*).
- Promotes the Compromisso Portugal initiative.
- Speaker at the *Symposium Nouvelles Villes de Design*, held at the Canadian Centre for Architecture in Montreal, featuring Antwerp, Glasgow, Lisbon, Montreal, Saint-Étienne, Stockholm, and Times Square.
- Joins the team of the television program *Encontro Marcado*, conducting over 40 interviews with guests from the Portuguese contemporary cultural scene (*Sept 2004 – Sept 2005*).
- Member of the Advisory Board for the 30th-anniversary commemorations of the April 25 Revolution.
- Co-directs the DesignWise ideas competition, aimed at design students and professionals residing in Portugal.

- Leads the national tour of *Voyager 03*, one of the most ambitious decentralization initiatives in contemporary Portuguese culture at the time. The project traveled to eight cities: Viseu, Torres Vedras, Bragança, Albufeira, Ponta Delgada, Coimbra, São João da Madeira, and Leiria.
- Awarded the Medal of Cultural Merit by the Torres Vedras City Council.

2003

- Inaugurates EXD'03, themed *Para Além do Consumo* (Beyond Consumption), serving as Co-Artistic Director.
- Organizes and coordinates the exhibition SCool*, showcasing the work of Portuguese design students (*Edifício Record, Lisbon*).
- Develops the concept and curates the exhibition *Bright Minds, Beautiful Ideas* with Ed Annink, presented at CCB (Lisbon) and later at Kunsthall Rotterdam in October 2008.
- Co-directs the exhibition *Designwise 0.2 vs Diseño Injuve 2003*, featuring Spanish and Portuguese design, Palácio de Santa Catarina, Lisbon.
- Co-curates the traveling exhibition *Voyager 03* on Portuguese creativity, presented in Barcelona, Madrid, Paris, and Lisbon.
- Speaker in Rio de Janeiro, Brasília, and São Paulo on design and experimentaldesign.

Gets divorced, after 15 years of marriage.

2002

- Co-authors the redesign of the 72nd Lisbon Book Fair.
- Co-founds the Portuguese design brand *DesignWise*, launched by experimenta, including a partnership with the Tires Women's Prison – Drug-Free Unit.
- Invited by the Biennale de Saint-Étienne to curate and present an exhibition of contemporary Portuguese design at the second edition of this French design event.
- Member of the Management Board for the Francisco Capelo Industrial and Fashion Design Collection, which later became the core collection of MUDE – Lisbon's Design Museum (*until 2005*).

2001

- Inaugurates EXD'01, themed *Modus Operandi*, serving as Co-Artistic Director.
- Co-curates the Design Course at the *Universidade de Verão da Arrábida* and the Lisbon Conferences at CCB.
- Co-authors *EXD Magazine*, a television program on design and contemporary culture, RTP2.
- Co-curates the traveling exhibition *Voyager 01*, presented in Milan, London, Lisbon, and Barcelona.
- Initiates and coordinates a partnership with Fabrica, Benetton's communication laboratory, resulting in the co-curation of Fabrica Features Lisbon, a regular design and culture program in Chiado (*2001–2002*).

2000

- Elected President of Experimenta, a position she has held since this date.
- Co-author of the book *Reflex #1*.
- Co-curator of the exhibition *Portuguese Design 2000*, Milan.
- Co-curator of the Portuguese design exhibition/installation *TUG*, presented at the International Creativity Biennale "Big Torino", by invitation of the organization.
- Under her leadership, Experimenta establishes a protocol with Lisbon City Council and relocates to the Public Sculpture Studios in Olivais.

1999

- Inaugurates the first edition of the biennial experimentadesign, EXD'99, themed "*Intersections of and in Design*", serving as Co-Artistic Director.
- Curator of the exhibition *Objectos Comunicantes*, Convento do Beato, Lisbon.
- Co-curator of the course *Intersections of and in Design* at the Universidade de Verão da Arrábida and the Lisbon Conferences at CCB.
- Co-coordinator of *Experimentáveis ou Experimentais?*, an exhibition of Portuguese product design, presented at Primavera del Disseny, in collaboration with ICEP.
- Co-curator and co-coordinator of the exhibition *Metamax* and the audiovisual project *Sometimes It Is*, by Pedro Cláudio, presented at Salone del Mobile, Milan, as part of the international debut of the first edition of the experimentadesign biennial.

1998

- Design and production of the *Artemages* and *Ervas* furniture collections, collaborating with inlay craftsmen and artisans, alongside her sister Eva Moura Guedes, at Fio de Prumo Gallery, Lisbon.
- Interrupts her studies in Architecture and Design to co-found Experimenta, a non-profit cultural association based in Lisbon, with designers Marco Sousa Santos and José Viana. The association never received regular financial support, and its first project was the experimentadesign biennial.
- Co-founds the experimentadesign biennial (EXD), headquartered in Lisbon, introducing an innovative international concept as a platform for research and knowledge exchange in design, emphasizing its cultural and social dimensions. The biennial received continuous High Patronage from the Presidents of the Portuguese Republic, Jorge Sampaio, Aníbal Cavaco Silva, and Marcelo Rebelo de Sousa, throughout its 18-year history.

1997

- Design and production of the *Memorial do Convento* furniture collection at Fio de Prumo Gallery, Lisbon, an exhibition later visited by José Saramago and Pilar del Río.

1996

- Enters the Faculty of Architecture at the Technical University of Lisbon, enrolling in the Design course. Studies under Professor Daciano da Costa in her first year.

1995

Birth of her second child, Francisco Manuel de Moura Guedes Morgado.

1992

- Begins her career in product design, co-founding the Elementos Combinados studio.
- Over the years, designs, edits, and markets several furniture collections.
- Until 1999, develops multiple interdisciplinary projects exploring the relationship between design and other creative fields, including music and literature, and participates in various solo and group exhibitions.

1991

Birth of her first child, Rui Maria de Moura Guedes Morgado.

1988

Marries architect Rui Morgado at the age of 23.

1965-1987

- Studied at a private school from age 6 to 10, then continued at a public school until 18.
- Completes the 4th year of Piano studies at the Conservatory.
- Finishes high school specializing in Mathematics, Biology, and Chemistry.
- Enrolls in the first year of Biology at the University of the Azores.
- Completes a programming course in COBOL 74.
- Graduates in Hotel Management from the International University of Lisbon in 1987.

1965

Born in Torres Vedras, the eldest daughter of Ruy de Moura Guedes and Margarida Alves Gato de Moura Guedes. Baptized as Augusta Regina Alves Gato de Moura Guedes, named after her paternal grandmother.

www.experimentadesign.pt

www.terrafoundation.pt

www.gutamg.pt

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[wikipedia](#)