

W-A T-A  
/ & /  
L-K L-K  
AZORES

EVALUATION REPORT 2016



*"And art has that, when there is centrality in ideas, the limits blur. There is no urban, street, sea, farming, periphery or gallery art. There is only art capable of challenging, provoking, reflecting on ourselves and the people and reality around us. And that's the art that interests us. "*

**Vitor Belanciano**

*The festival shines a light on the archipelago's ability to rethink and influence a local creative context and at the same time offer a platform that is swiftly gaining an increasingly international dimension.*

**Veerle Devos**

*"São Miguel, one of the nine Azorean islands that huddle in the atlantic, has long attracted visitors with its pastoral setting dotted with cows, waterfalls and volcanoes. But Ponta Delgada, the capital, is transforming into a center for the avant-garde with Walk&Talk, an annual international public art festival"*

**Jeannine Barone**

*In the sixth edition, this Walk&Talk that has been reinventing itself and is already much more than the public art festival that it was in the beginning (...), is a mosaic in which the direct interpellation of the murals that were made in the street began to enter the house of the inhabitants, craftsmen, typographies, museums, theatre groups, went to the street with architectural projects to give voice to the wills of merchants and residents of areas that seek to revitalize themselves to respond to the new cultural scene that begins to bubble.*

**Cláudia Sobral**

**PUBLIC UTILITY ASSOCIATION**  
REGIONAL GOVERNMENT OF THE AZORES  
26-09-2016

**WINNER EFFE LABEL**  
EUROPEAN FESTIVAL ASSOCIATION  
2015/2016

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# 1. OUTCOME 2016

Walk&Talk 2016 was held for **16 days** in São Miguel and received around **12,500 participants** in the festival's program activities. For the first time, Walk&Talk, as a project, started to contemplate a year-long program with artistic residences, seminars, presentations, co-productions and an extension to Terceira Island (**9 days**).

A total of **119 activities** were organized **throughout the year**, concentrated around the moments in São Miguel and Terceira island. The extension to Terceira Island marked a new stage in the project's performance and reinforced its impact and relevance in terms of public involvement, participation and volunteering, establishment of programming partners, institutional and media visibility.

In 2016, the relevance of Walk&Talk is reinforced by the attribution of the designation of **Entity of Public Utility** by the Regional Government of the Azores, by the positive impacts it is able to generate, validating its mission:

- as an **artistic** project, contributing to knowledge, visual literacy, transmission of experiences and cultural and artistic references to differentiated audiences.
- as a **communication** project, for its ability to generate new content around the artistic creation and the territory itself, simultaneously georeferencing the Azores with international stakeholders and highlighting the importance of culture in creating value for the territory, with lasting effects on its Tourism, economic and social activity.
- As a **tourism** project, positioning itself as one of the anchor events of the region, differentiating in its genesis and its program, contemporary

in its perception and effective in the attribution of new values to the Azores brand.

The four axes that form the basis of the festival's programming and throughout the year also have very positive results in terms of public recognition and participation. It is worth mentioning the success of projects such as **O Quarteirão**, a new community square in Ponta Delgada from collective Orizzontale (it); the piece **Isatis Tinctoria** at Monte Palace by artist Javier de Riba (es); The exhibition **Lua Cão** curated by Natxo Checa with Paiva & Gusmão and Alexandre Estrela (pt); or projects of continuity such as the Raquel André's **Coleção de Amantes, Gentleness of a Giant** by Gustavo Ciríaco (br), **"Sonho & Verão"** with Pedro Penim and A Pontilha (pt), **#dancewithsomebody** with João dos Santos Martins and 37.25 - NAP (pt) and, of course, the 3rd Edition of the **Contemporary Craftwork Residence**.

Common to all areas, it is important to highlight the **increase in activities and participation** of our Knowledge Program - workshops, talks and guided tours, this year developed in partnership with Carlos Machado Museum and Angra do Heroísmo Museum.

Walk&Talk continues its journey with the circulation of projects developed in the context of artistic residence in the Azores, presentations and curatorial projects in partnership with national and international entities and structures.



## 2.

# THE PROJECT

Walk&Talk is an annual arts festival based on **cultural and site specific creation** in the Azores. It is a platform of transversal and continuous programming: it walks and talks by reflection, creation and contemporary artistic circulation, **365 days** a year and in **multiple geographies**.

Presenting a gradual and experimental growth from its genesis, strictly linked to public art, Walk&Talk has been sustained and increasingly appealing, gaining new contours year after year, reaffirming the intrinsic dialogue between the organization, the artists and the community, reinforcing the four axes that define it today: still and always the **Public Art Circuit**; the **Art Residency Program**; **Simultaneous Cycle** with performance and concerts; and the **Knowledge Program** with workshops and conferences - seeking to gain dimension and projection through networking, establishing partnerships with other entities and with other projects.

Intrinsically participative, Walk&Talk maintains its organic desire to recreate the public space, through its body, its image and its imaginary, in the construction of what we can understand as an open-air museum. However, it has found new meanings, not only in the expanded field of contemporary art stricto sensu, but also in music, dance, theatre and cinema.

In a plan that is also pedagogical, finding expository alternatives, less conventional and institutionalized, and actors with diversified approaches, seem to be possible ways to meet new audiences so that they have an active and, desirably, continuous and consequent

participation.

We are talking about the creation of **visual heritage and experience**. An example of this is the increase in the number of volunteers, many of them secondary or university students, who not only grew up with the project, but find in it a reference and a space where they can **acquire new skills** and contact the participating creators with multiple cultural and artistic dynamics.

In the 2016 edition, Walk&Talk began to have a year round programming, contradicting the ephemerality and seasonality that characterize the most conventional models of festivals by suggesting, testing and promoting new dynamics of artistic creation, the continuity of its performance and programming .

### **Walk&Talk's general goals are:**

- Encourage contemporary artistic creation, in its multiple disciplines and expressions;
- Georeferencing the Azores in the international artistic circuits;
- Promote the circulation of works and authors, nationally and internationally;
- Contribute to knowledge, visual literacy and the development of audiences for culture and arts.

## 2.1 RELEVANCE AND VISIBILITY

From visual to performing arts, through architecture and design, the festival has already welcomed more than **220 artists** and collectives in a model of artistic residences and presentation of unpublished projects. It therefore encourages the creation in permanent dialogue with the territory, with the culture and the local community, promoting an environment conducive to sharing and co-creation. Today, Walk&Talk is a project with transversal impacts, recognized by the **cultural platform** it builds locally and by the universal contents it generates.

It conquered an unequivocal space in the cultural panorama of the city, the Azores and the country and consolidated its notoriety, not only in Portugal, but also across borders. The work developed by Walk&Talk has gained a solid international reputation, mainly in Europe but also in North America.

It emerged in 2011 as a daring and ambitious proposal in the national artistic panorama - 16 days of diversified and multidisciplinary programming, focused on the creation and presentation of unpublished projects, during its six years Walk&Talk has consolidated a cultural brand and an unavoidable structure of the current arts system.

Walk&Talk assumes itself as an active agent in the discussion of a new geocultural map that blurs the periphery vs. center dichotomy, through the creation of a platform and **network of international partnerships**. This has been one of its priorities and one of the main reasons for its projection and Influence in Portugal and in the World.

### **Walk&Talk's strategic goals are:**

- To be recognized as one of the most active and influential international art festivals in Portugal and a reference project in the European and global context;
- To become a festival of reference for professionals from all over the world (and not only from Europe) to travel to the Azores, purposely for the event;
- Contribute to the artistic and cultural mapping of the Azores, attracting to the region creative tourists and audiences that privilege the cultural offer in the selection of their vacation destinations;

# 3.

# FRAMEWORK

6TH EDITION

SÃO MIGUEL  
15 - 31 JUL

1ST EDITION

TERCEIRA  
23 - 30 SEP

16

days  
S. Miguel edition

9

days  
Terceira edition

93

total  
artists

11

total  
nationalities

365

days  
production

51

days  
art residencies

119

total  
activities

12

art  
residencies

8

exhibitions

17

new pieces in  
public space

12

concerts

27

members  
Org Team

8

performances

24

talks / debates

12

guided tours  
exhi. / circuit

10

workshops /  
atelier

22

volunteers

78

suppliers  
64 Azorean

81%

reinvested budget in  
the Azores

12540

participants - year round programme  
(exhibitions, performances, concerts and  
parties, talks, knowledge programme)

14

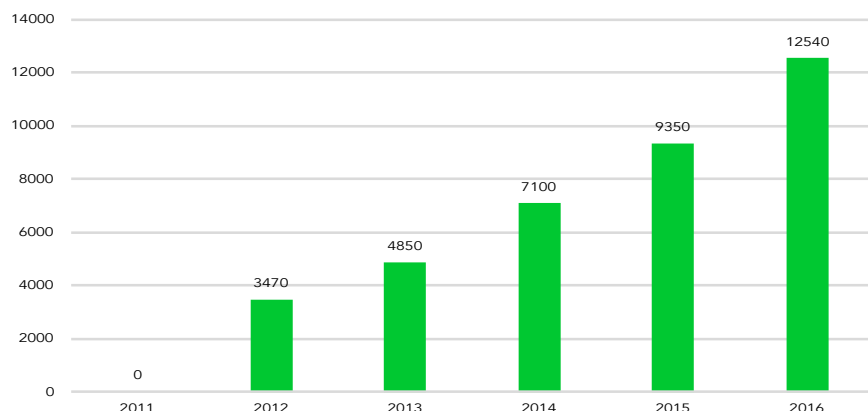
public structures

23

programming  
partners

## 3.1 PARTICIPANTS / PROGRAMME

NUMBER OF PARTICIPANTS PER EDITION



With around **12,500 participants** in the multiple activities of its program, the festival saw an increase of about **3200 participants** compared to 2015 (**plus 34%**), with an average annual growth of 37% in the last 4 years, showing a very positive and consistent evolution.

Compared to previous editions, in 2016, the festival **doubled the number of spaces** where it presented its activities, an indicator that does not include the number of spaces occupied by outdoor interventions or outdoor public spaces.

The increase in the number of spaces is also a reflection of more programmed activities, in 2016 they were held more 16 activities compared to 2015. This reflected in a greater number of participants in the four programmatic axes of the project.

PARTNER SPACES

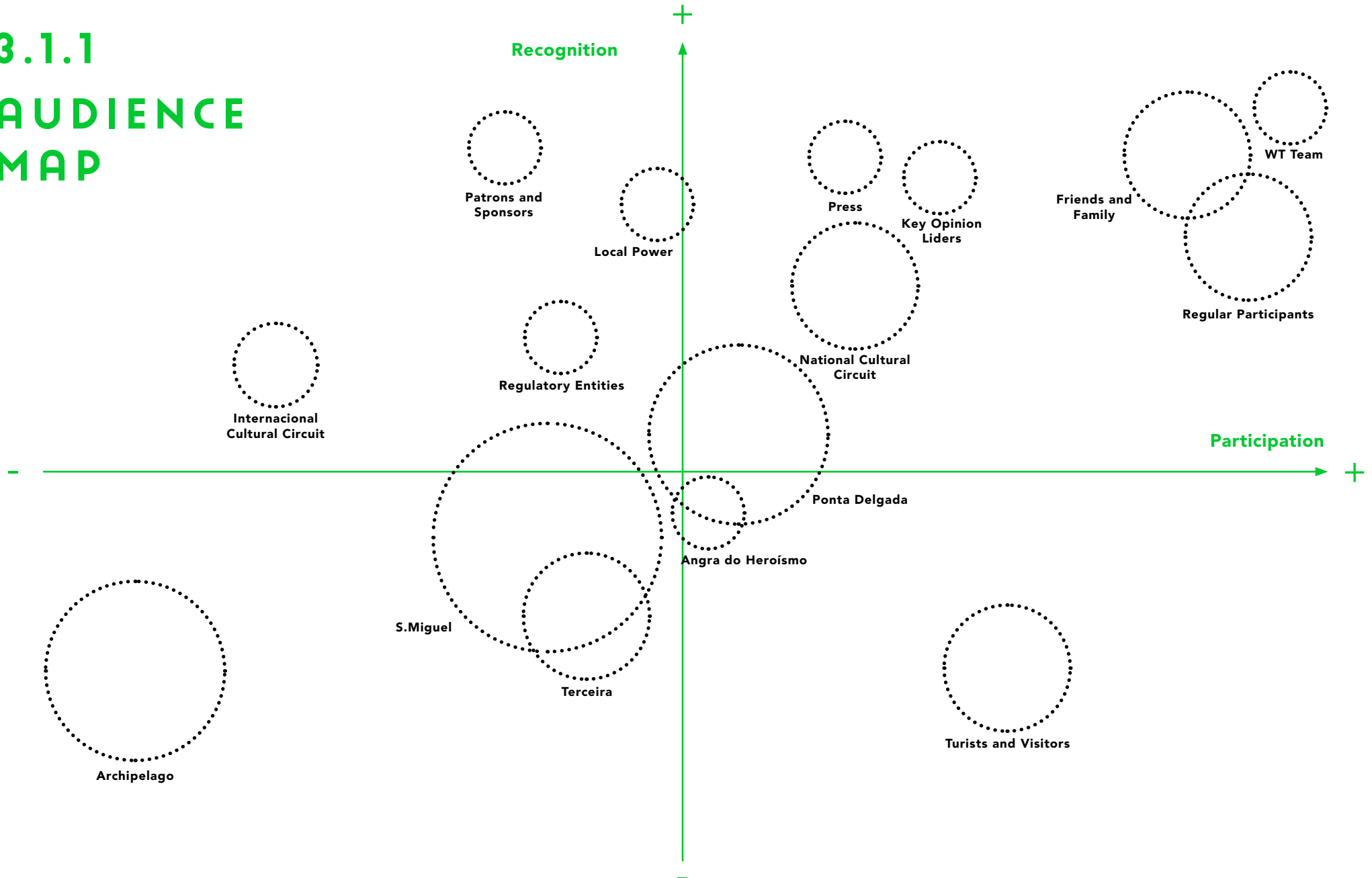
- Galeria Walk&Talk (meeting point)
- Teatro Micaelense
- Galeria Fonseca Macedo
- Galeria Arco 8
- 9500 Cineclube
- Centro Municipal de Cultura (new)
- Museu Carlos Machado (new)
- Galeria Miolo (new)
- Louvre Micaelense / Primeiro Andar (new)
- Arquipélago – Centro de Artes Contemporâneas (new)
- Museu de Angra do Heroísmo (new)
- Oficina de Angra (new)
- Teatro Alpendre (new)

Although it is not possible to quantify the number of visitors to the Public Art Circuit (considering that all the inhabitants and visitors of São Miguel are potential public), we registered an increase in the number of references to the works that form the circuit in social networks, which demonstrates its relevance and presence in the daily life of the city. The Public Art Circuit currently counts with **81 artistic interventions**, distributed between the islands of São Miguel and Terceira.

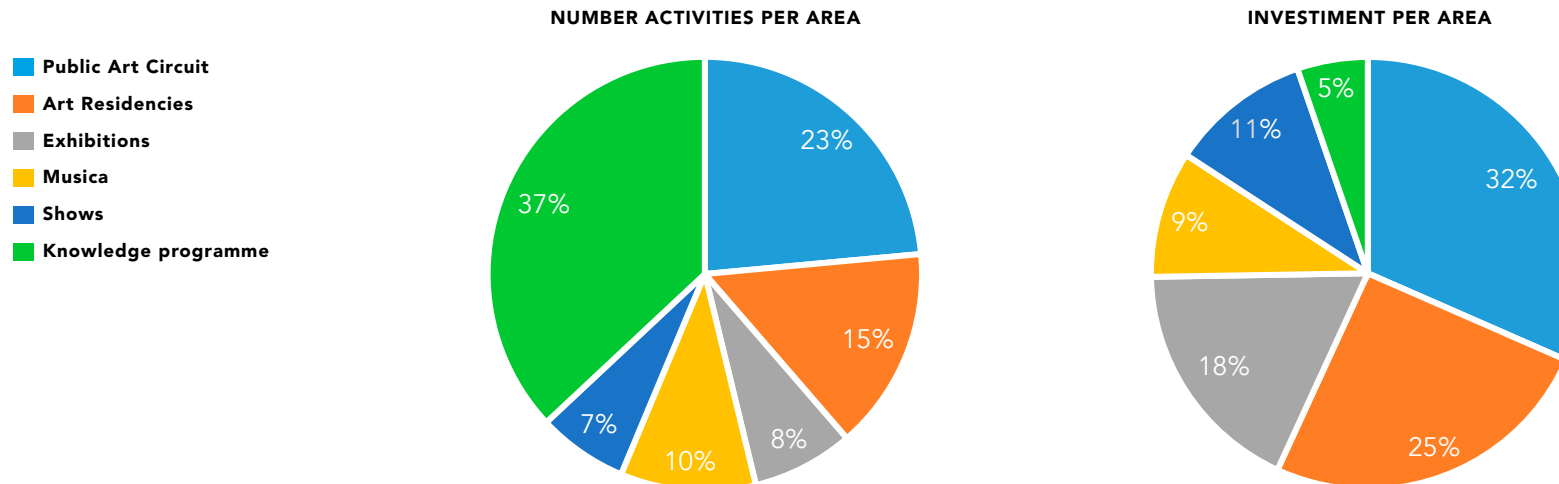
The venue occupancy of the various shows in program had an **average occupancy rate of 91%**, with **3 sold-out performances** (Gentleness of a Giant, Collection of Lovers and Boca-Ilha).

### 3.1.1

## AUDIENCE MAP



## 3.2 PROGRAMING AREAS



Walk&Talk's programming has evolved gradually from its genesis - the **Public Art Circuit, with 17 new interventions in 2016**, and gained new contours over its six editions, with a total of 119 activities throughout the year.

In 2016, the **Art Residency Program**, started in 2014, consolidated its number of activities and investment value, translating the clear commitment of Walk&Talk in the creation and presentation of inedited projects, which contributes to its recognition as a creation structure.

The **Knowledge Program** represents the area that brings together more activities - conversations, workshops, seminars, which are often derived from the projects developed in the remaining programmatic areas. The exhibitions, shows and concerts are highlighted at the

festival, with a reinforcement of the proposals on display, which has contributed to the diversification of its program and greater reach in public terms.

In terms of investment by area, the **Public Art Circuit** continues to require the largest percentage of investment available in Walk&Talk's programming, which is due to the technical, logistical and production requirements of projects that are presented in public outdoor spaces.

## 3.2.1 PUBLIC ART CIRCUIT

**Co-commissioned by Mezzo Atelier - Giacomo Mezzadri (it) and Joana Oliveira (pt) with Agostino Iacurci (it), Christian Rusu (ro), Elian Chali (ar), Isabel Melo (pt), Fernando Roussado (pt), Francesco Zorzi (it), Javier de Riba (ES), João Miguel Ramos (pt), Nuno Pimenta (pt), Miso (ua) Moradavaga - Manfred Eccli (IT) and Pedro Leitão (pt), Luís Andrade (pt), Louis Lambert aka 3TTMAN (fr), Orizzontale (it), Reskate (es), VJ Suave - Ceci Soloaga (ar) and Ygor Marotta (br); Sarah Mohr (de)**

17

new pieces in  
public space

81

total pieces in  
public space

The Public Art Circuit is the most visible part of Walk&Talk for its interaction with public space and distribution in territorial terms. The circuit is renewed annually with the production of new pieces, currently located in 81 visitable points between the islands of São Miguel and Terceira.

In 2016, the curatorial process was shared with **Atelier Mezzo (it/pt)** and privileged projects related to **architecture and design**, which would lead to greater involvement with the local community / visitors, as was the case of **"O Quarteirão"** from collective Orizzontale (it)

The murals are one of the brand images of the circuit and this year **11 new murals** were created between Ponta Delgada and Angra do Heroísmo.

As mentioned previously, it is not possible to quantify the number of visits to the circuit, although we consider all the inhabitants and visitors of the Azores as **potential audiences**.

We have verified the increase of online references and social networks (Facebook, Instagram, Pinterest, among others) to the parts of the circuit, inside and outside the official periods of the Walk&Talk, as well as the inclusion of some artistic interventions in **tour guides of the city**, such as the "Free Tours Pdl".

These examples prove their attractiveness and presence in the everyday life of the island, acting as the new icon postcards of the landscape.

## 3.2.2 ART RESIDENCIES

**Dance** João dos Santos Martins (pt) and 37.25 – Núcleo de Artes Performativas (pt) / Ana Sofia Sousa, Catarina Medeiros, Maria João Gouveia, Sara Machado and Carolina Rocha (pt); **Craftwork** commissioned by Miguel Flor (pt) with Sam Baron (fr), Bartek Mejor (pl), Pedrita - Rita Cunha, Pedro Ferreira (pt), Rui Vitorino Santos (pt), **Theatre** Pedro Zegre Penim + A Pontilha (pt); **Photography** Carla Cabanas (pt), Sandra Rocha (pt); **Design** VivóEusébio + Tipografia Micaelense (pt); **Video** André Santos (pt), Rita Paiva (pt) Jorge Jácome (pt); **Special Projects** Musa Paradisiaca - Eduardo Guerra and Miguel Ferrão (pt); **Gentleness of a Giant** - Gustavo Ciríaco (br), Ana Trincão (pt) and Tiago Barbosa (pt); **Boca Ilha** - Carolina Bettencourt, Miguel Curiel and Nuno Nunes (pt); **Thurston Moore** (us)

12  
art  
residencies

51  
total working  
days

The Artistic Residency Program emerged as a way to enhance **unedited and experimental creation**, diversifying the areas of artistic expression present in the festival and promoting an increasingly transdisciplinary dialogue in the local context. In 2016, the artistic residences consolidated their importance in the strategic development of Walk&Talk, allowing their **integration in circuits of coproduction and circulation** with other festivals and entities, on a national and international scale.

The program happens in several formats. On the one hand, the **reception** of projects in progress to which Walk&Talk gives support in the creation or becomes co-producer, like the **Gentleness of a Giant** from Gustavo Ciríaco or the film “Flores” from Jorge Jácome. On the other hand, **commissioning** new projects in various areas, such as

“#Dancewithsomebody” dance project by João dos Santos Martins and 37.25 - Nap, or in design with the VivóEusebio and the Micaelense Typography.

The intersection between artists, designers and artisans in the residence of **contemporary craftwork** has resulted in a set of prototypes / products that will now be marketed under the brand **RARA** (Residência Artesanato da Região dos Açores), bringing value and innovation to the local craftwork and to the Azores brand.

The RARA project will now be developed in a logic of continuity and with a view to the commercialization and distribution of its products, which in its launch phase will be in partnership with the network of stores A Vida Portuguesa



### 3.2.3 KNOWLEDGE PROGRAM

12

guided tours

10

workshops

24

talks

**Open Classes** Orizzontale - Nazrin Asli + Margarita Manfra (it), Sofia Botelho (pt), VivóEusébio - Joana Sobral, Andreia Almeida (pt) **Talks/Seminars** Ana Cristina Cachola (pt), Airan Berg (au), Assunção Melo (pt), David Cabecinha (pt), Diana Marincu (ro), Fernando Roussado (pt), João Pedro Vale (pt), Jorge Jácome (pt), Luis Ferreira (pt), Mário Correia (pt), Mezzo - Giacomo Mezzadri (it) + Joana Oliveira (pt) Natxo Checa (pt), Nuno Alexandre Ferreira (pt), Paulo Raimundo (pt), Pedro Pascoal (pt), Rarita Zbranca (ro) Sam Baron (fr), Vitor Marques (pt) **Workshops** Pantónio (pt), Stanislava Pintchuk (ua), Gustavo Ciríaco (br), Oficina do Cego (pt)

The Knowledge Program promotes practical and theoretical activities that take advantage of the presence of creators and experts participating in the festival, such as open classes, masterclasses, workshops, conferences, laboratories, workshops and guided tours. This program continues the investment of Walk&Talk in the axes of thought, reflection and debate, fundamental to the construction of matter around the contents of the festival, giving form to a project of involvement of publics of different age groups and origins, able to complement and consubstantiate The artistic creation of Walk & Talk.

In 2016, part of the knowledge program was conceived and articulated together with the educational services of the **Carlos Machado Museum and the Angra do Heroísmo Museum**, which allowed to enhance the dimension of activities, the relation between museum and public space

and the participation itself.

**The program is divided into two main groups:**

- Theoretical activities: classes open to the academic public; Seminars with guests on subjects related to artistic creation and articulation with other sectors; Masterclasses with artists
- Practical activities: laboratories and thematic workshops on various techniques and themes.

The knowledge program had pre-festival activities and others that took place during the festival periods.

## 3.2.4 SIMULTANEOUS PROGRAM

8

performances

12

concerts

8

exhibitions

**EXHIBITIONS** **Lua Cão** commissioned by Natxo Checa (pt) with João Maria Gusmão + Pedro Paiva e Alexandre Estrela (pt); **Black Dolphin** with Tiago Alexandre (pt) and Horácio Frutuoso (pt), **Aviatrix** with Susana Mendes Silva (pt) – Galeria Fonseca Macedo, **Culto da Carga** commissioned by Oficina do Cego (pt) **Portal** with Nuno Paiva (pt) **PERFORMANCE** Raquel André (pt); Carolina Rocha (pt); **CICLOS Loops.Lisboa** commissioned by António Câmara (pt) and Irit Batsry (es) with Francisca Manuel e Elizabete Francisca, João Cristóvão Leitão and João Pedro Fonseca (pt); Arquiteturas Film Festival (pt); **MÚSICA** 3rd Method (pt), Anona (pt), Lineof2 (pt) Peixe:Avião (pt), Sonja (pt)

The program that gathers the multiple activities that happen simultaneously and in network with the program of the festival. It reinforces the experimental and inclusive nature of Walk & Talk through the fluid contamination of the territories in which it operates.

In 2016, **6 exhibitions** were opened at the opening weekend of Walk&Talk, occupying very different spaces such as the W&T Gallery, No Primeiro Andar, Municipal Galleries or Arco8. The contents, formats and themes of the exhibitions were also diversified, enriching the idea of an exhibition circuit and the realization of guided tours integrated in the Knowledge Program.

**Music** assumes more and more prominence in the festival, also through its connection to other projects of the program, such as the pianist Simão Costa in the show #dancewithsomedoby or the collaboration between the Peixe:Avião and the Brazilians VJ Suave. In addition, the W&T Gallery hosted a series of concerts and parties throughout the 16 days, including names such as Sonja, Lineof2, Anona, 3rdMethod.

The presentation of shows such as the Coleção de Amantes (Arquipélago) or Gentleness of a Giant (Teatro Micaelense) represent the culmination of previously initiated creative processes. In cinema, Architecturas Film Festival proposed a cycle of films presented in partnership with the 9500 CineClube.

## 3.2.5 YEAR-ROUND PROGRAM (Outside official festival periods)

In 2016, Walk&Talk initiated a year-round program, bypassing the conventional festival model, and suggesting a new dynamic in its programming and artistic creation models. The same in relation to the geographies, with activities extending between São Miguel and Terceira, Lisbon, Porto, Milan and Mallorca.

### Art Residencies

**Visual Arts - Fernando Roussado | 30 Aug - 4 Sep**

**Dance - #Dancewithsomebody | 12 Jun - 15 Jul**

João dos Santos Martins (pt), 37.25 - Nap (pt) and Simão Costa (pt)

**Architecture - Orizzontale (it) | 16 - 20 May**

Projet "O Quarteirão"

**Visual Arts - Musa Paradisiaca | 10 - 15 Apr**

Eduardo Guerra e Miguel Ferrão (pt)

**Performance - Gentileza de um Gigante | 1 - 6 Mar**

Gustavo Ciríaco (br) with Tiago Barbosa (pt) and Ana Trincão (pt), in partnership with Pico do Refugio and Arquipélago - Centro de Artes Contemporâneas

**Music - Thurston Moore (us) | 29 Feb - 7 Mar**

in partnership with Pico do Refugio

### Seminar

**Periférica - Brainstorming Art - Ponta Delgada | 14 Apr**

### Curatorial Projects

**Festival Porta-a-Porta - Isabel Melo (pt) | 21 May**

Visual Arts - Public Art Circuit - Isabel Melo (pt)

**Festival Tremor - Sonja (pt) | 15 - 19 Mar**

Visual Arts - Public Art Circuit / music

**Ecossistema | 1 - 5 Mar**

Collective Exhibition - ShareAzores - Isabel Melo e Pedro Barbosa (pt), VivoEusébio (pt)

### Talks

**Universidade do Porto - Porto | 8 Nov**

Arte e Turismo - Jesse James

**Festival Materiais Diversos - Minde | 16 Sep**

"Outros Trabalhos: sobre Criação e Programação - Jesse James (Walk&Talk), Fátima Alçada (Centro de Arte de Ovar) e Thomas Walgrave (Alkantra), moderação António Guerreiro.

**Produzir Arte - Residências e Múltiplos - Carpe Diem, Lisboa | 23 Apr**

Modelos de Residências Artísticas - Jesse James

**Bolsa Turismo de Lisboa - Lisboa | 15 Mar**

Somos criativos no turismo? - Jesse James

### Open Classes / Guided Tours

**Universidade dos Açores - Orizzontale (it) | 21 May**

Nazrin Asli e Margueritha Manfra

**ES Antero Quental - Turmas de Artes - Vivó Eusébio (pt) | 21 May**

Joana Sobral e Andreia Almeida (pt)

**Univeridade dos Açores - Vivóeusébio (pt) | 20 May**

Joana Sobral e Andreia Almeida (pt)

**Tour Circuito Arte Pública - Universidade Bridgewater (us) | 18 May**

Magaly Ponce ( + Jesse James (pt)

### Launches

**"Coleção Chá Gorreana - Nuno Coelho + Serrote" - Louvre Micaelense, PDL | 3 Dez**

Limited edition printed in Tipografia Micaelense - design residency 2015.

**"Gente Feliz com Lágrimas" - Bregas, Lisboa | 5 Nov**

Exhibition catalog commissioned by João Pedro Vale and Nuno Alexandre Ferreira (pt). Edition Walk&Talk and Letras Lavadas

### Shows

**Boca Ilha - O Rosto que ninguém, Ponta Delgada | 30 Sep**

from Carolina Bettencourt with Miguel Curiel (pt) and Nuno Nunes (pt)

**Gentileza de um Gigante - Ponta Delgada | 2 Jun**

from Gustavo Ciríaco (br) with Tiago Barbosa (pt) and Ana Trincão (pt)

# 4. COMUNICAÇÃO

The communication, key messages and content that are produced around Walk&Talk have deserved special attention and are reflected in its unquestionable recognition as an international artistic project. Walk&Talk's communication strategy highlights the differentiating aspects associated with its **concept, format and geographic identity**, as well as seeking to frame and highlight its program of activities, protagonists and partners, in line with the artistic themes it addresses, its cultural and social objectives .

Walk&Talk's communicational strategy is **flexible, continuous, viral and eclectic**, developed across multiple disciplines, media, channels, and media. It explores different moments and thematic focuses, aligned with the strategic axes of the project, program and evolution

of activities, an approach that allows generating rich and appealing contents to the different audiences that it intends to impact.

Through its communication, Walk&Talk positions itself as an active agent and spokesperson, an engine of critical reflection and debate around the most pressing themes of contemporary times, motivating the conviviality and intersections between culture, art and other social spheres.

Finally, the reproduction and activation of the various audiences also takes place through the institutional dimension of its patrons and partners, its presence in social networks and a clear investment in the articulation with national and international media.

//

*The wonderful poetic mix of media and disciplines at Walk&Talk surprises the visitor, as does the unreal beauty of the island. This festival, in its aim to transform the outlying Azores into a new centre through cultural and artistic activity, has made of Ponta Delgada on São Miguel Island a kind of centre in itself among the nine islands."*

Veerle Devos, Damn Magazine

CLIPPING  
May - November 2016

CISION▶  
Power your story.

# 4.1 KEY PERFORMANCE INDICATORS

## OTS

Opportunities to see - the average number of times the message was exposed to each individual at the hearing, taking into account the sum of audiences of each media, where the presence of the object of analysis was identified in the time period under analysis.

**6**

## OUT REACH

Total number of impressions produced on the audience, based on the sum of the accumulated audiences of each media where the object of analysis was identified in.

**17.442.455**

## AVE

Impact calculated on the basis of of the monetary value of the news (AVE - Advertising Value Equivalence). The monetary value is based on the advertising cost of each support where news items were identified about the object of analysis. The calculation source is the media advertising tables.

**1.261.592 €**

## NEWS

Number of News analyzed (TV, radio, print and online press)

**412**

## FAVORABILITY

Editorial attitude shown for the object of analysis, measured by the evaluation of textual content, on a scale of 1 to 5.

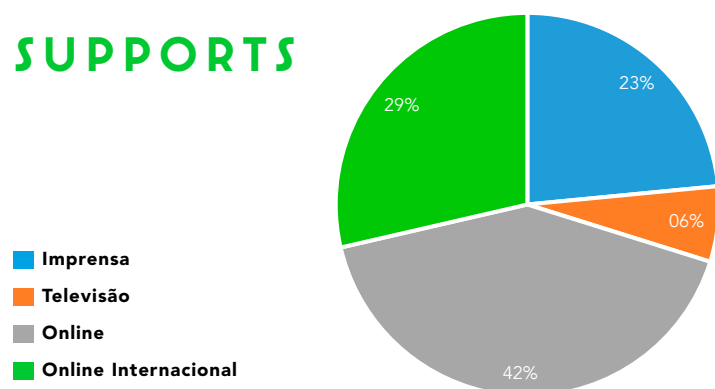
**4,5**

## REACH

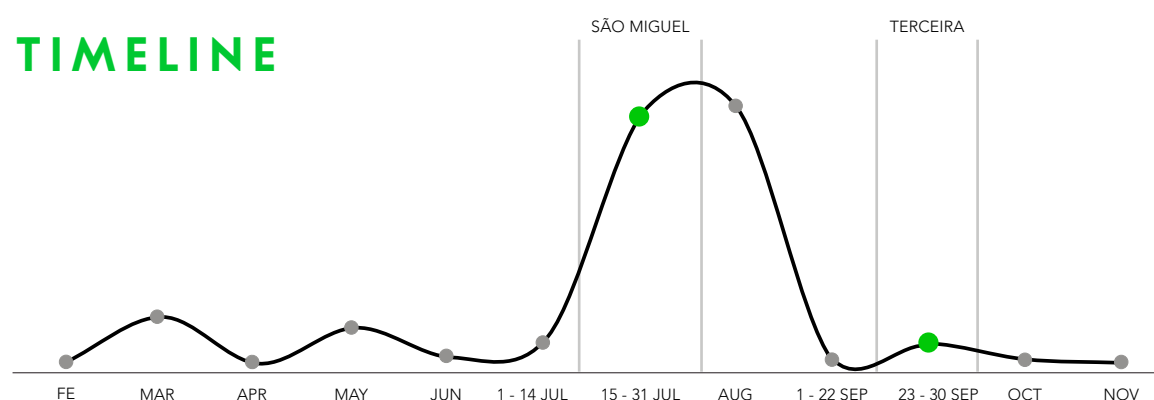
Percentage of Portuguese population that was exposed to the message at least once during the time period under analysis.

**24 %**

## SUPPORTS



## TIMELINE



# OWN SUPPORTS



**64.427** **+26%**

total  
views

new  
users

**16.093** **22.234** **25-38**  
total users total sessions predominant group  
**33,9%**

## Top Visitors

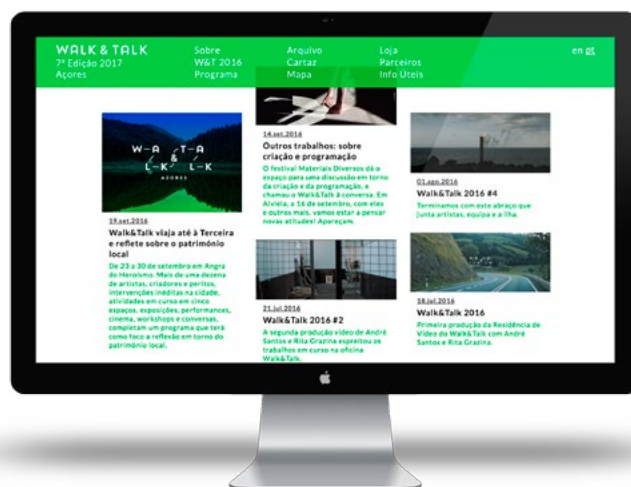
Portugal  
USA  
Russia  
China  
United Kingdom  
Spain  
Canada

## Top Search words

walk&talk azores  
azores  
festival açores  
art azores  
walk&talk

2016

Font: googleanalytics



**17.663** **+ 25%**

followers

compared to 2015

**232.124** **163.112**  
top reach average reach  
(Jul)



**4197** **+ 45%**

followers

compared to 2015



**24.124**

views

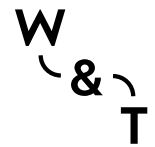
# 4.2 COMMUNICATION DESIGN

## 4.2.1 BRAND - IDENTITY

The 6th Edition marks the beginning of the second cycle of the project (2016 to 2021). According to the communication strategy, the **graphic and institutional identity** was rethought in order to better reflect the **values and positioning** of Walk & Talk as a festival, structure and brand. The project was conceived by design collective **Vivóeusébio (pt)**.



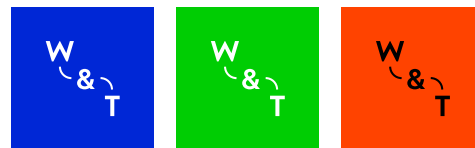
LOGO



VARIATION



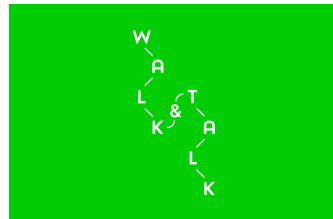
LOGO + SIGNATURE



CHROMATIC PALETTE



APPLICATION EXAMPLE



VARIATION EXAMPLE



*Walk&Talk has no beginning or end. Its a continuous project. In this new cycle we gained other forms and a new identity conceived by design collective Vivóeusébio. They are from the world, but have roots in the island and decided to look at the multiplicity of routes and maps that each can trace in Walk&Talk. Each letter is one of the 9 islands of the archipelago, but it is also content, public and memories. There is no centre, no periphery. There are possibilities and those are the ones we draw. "*



## 4.2.1 FESTIVAL - VISUAL IDENTITY

Graphic design is an important communication vehicle of Walk & Talk as an artistic project. Annually, it turns into one of the artistic moments of the festival, highlighted in media of the specialty like the Fubiz, BrandMagazine, Design Boom, Abduzeedo, One page Love, Meios Publicidade, among others.

//

*"The images that serve as a base for the graphics are part of the Festival's memory and highlight the importance of the territory in its construction. It refers to the sense of belonging, to the space that this heritage occupies. The predominant colours of the landscape - green and blue - are translated into a gradient that unifies the different pieces of communication, while emphasizing the background images, whether artistic or natural."*

*In terms of application, the graphic production privileged serigraphic processes in partnership with the studio Lavandaria and Mrtshirtguy. The remaining materials were produced with Nova Gráfica, Ponta Delgada. The signage in the public space was built with green and blue ribbons that marked the different places on the program."*



VISUAL IDENTITY 2016





Visual Identity 2016 / Different graphic supports





Visual Identity 2016 / Details from the different graphic supports





Visual Identity 2016 / Outdoor signage

# 5. PARTNERS

## PATRONS



## MAIN SPONSOR



## INSTITUTIONAL SPONSORS



## SPONSORS



## ASSOCIATED PARTNERS



## PROGRAMMING PARTNERS



## LOGISTIC PARTNERS



## MEDIA SUPPORT



# 6.

# TEAM

## ARTISTIC DIRECTION

JESSE JAMES  
DIANA SOUSA  
SOFIA CAROLINA BOTELHO

## HEAD OF PRODUCTION

BRUNO SOUSA  
FÁBIO JORGE PAIVA  
LUÍS BRUM

## EXECUTIVE PRODUCTION

BEATRIZ BRUM  
MASA TOMSIC  
RAQUEL BOTELHO  
TÂNIA MONIZ

## INTERNS

DANIEL BORGES  
LEONOR PEIXOTO

## CURATORIAL ADVISERS

GIACOMO MEZZADRI  
JOANA OLIVEIRA  
MIGUEL FLOR

## COMMUNICATION

SILVIA ESCÓRCIO  
MILTON PEREIRA

## LEGAL ADVISER

LINA TAVARES RAPOSO

## VISUAL COMMUNICATION

ANDRÉ SANTOS  
RITA PAIVA  
RUI SOARES  
SARA PINHEIRO

## FINANCIAL ADVISER

PATRÍCIO SOUSA

## COMMUNICATION DESIGN

VIVÓEUSÉBIO

## WEBSITE

PEDRO RODRIGUES

In 2011, Walk&Talk's organization team was limited to 5 people, in charge of all areas of the festival.

Throughout the editions, the number of elements has accompanied the growth of the dynamics in the festival, with a constant specialization and professionalization of the various competences. The team is structured in a fairly horizontal way, between the artistic, production and communication directions, with legal and financial consultancy.

In 2016, the project had a year-round core of 7 elements, increasing to **27 people** during the festival periods.

To the organization team, it is also very important the presence of regular volunteers, in record number during this edition. A result of Walk&Talk's investment in the development and training of new audiences, in a positive way and with clear benefits for those who are part of the project.

# 27

organization team

# 22

volunteers





Walk&Talk Team and Friends

PHOTO GALLERY

**"I wouldn't  
sum up Walk&Talk  
in a quote,  
but in a word:  
its a huge hug"**

Miguel Flor,  
Curator Crafswork Residency  
*in*  
Walk&Talk Video 2016 - André Santos



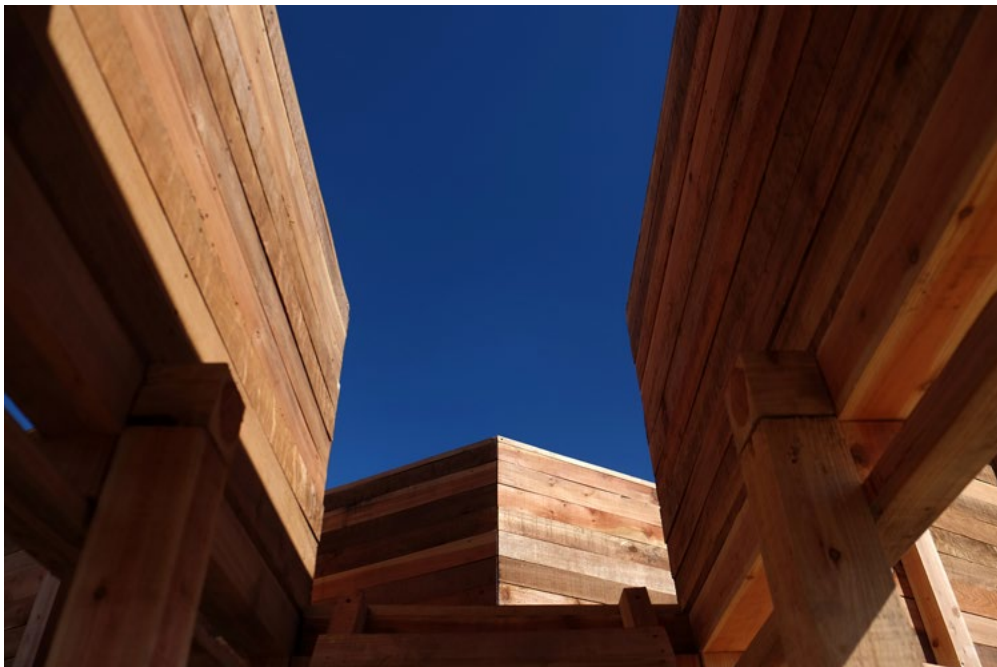


Isatis Tinctoria - Javier da Riba (es) / Ruins - Hotel Monte Palace, Sete Cidades, Ponta Delgada / São Miguel



Two Manifolds - Nuno Pimenta (pt) / Santa Clara, Ponta Delgada / São Miguel





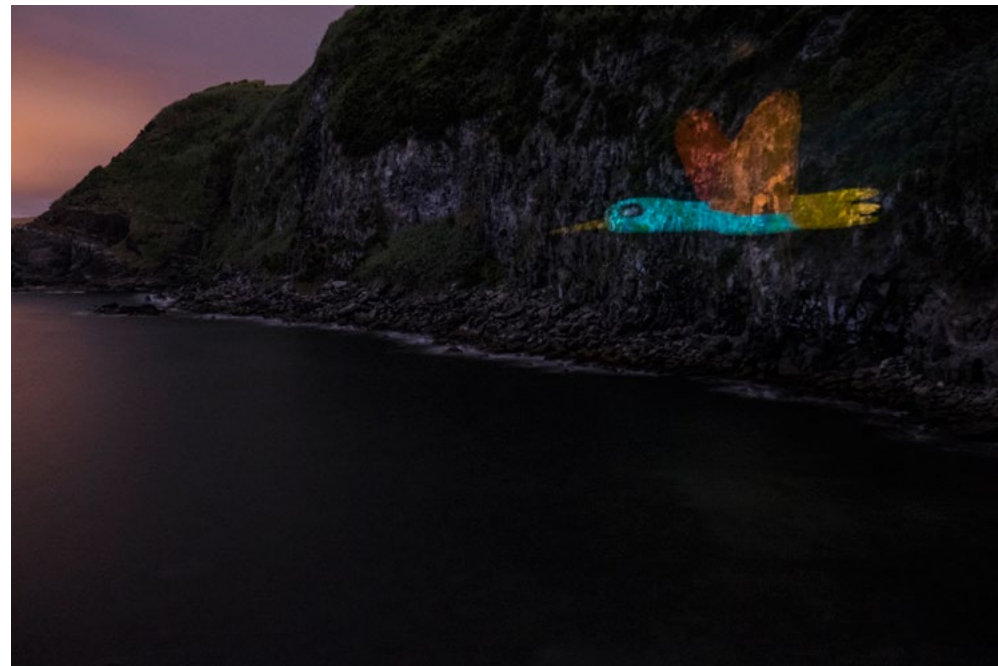
Two Manifolds - Nuno Pimenta (pt) / Santa Clara, Ponta Delgada / São Miguel



Trilha - Francesco Zorzi (it) / "O Quarteirão", Ponta Delgada / São Miguel



Trilha - Francesco Zorzi (it) / "O Quarteirão", Ponta Delgada / São Miguel



Vj Suave - Ceci Solaga (ar) + Ygor Marotta (br) / Vários locais / São Miguel





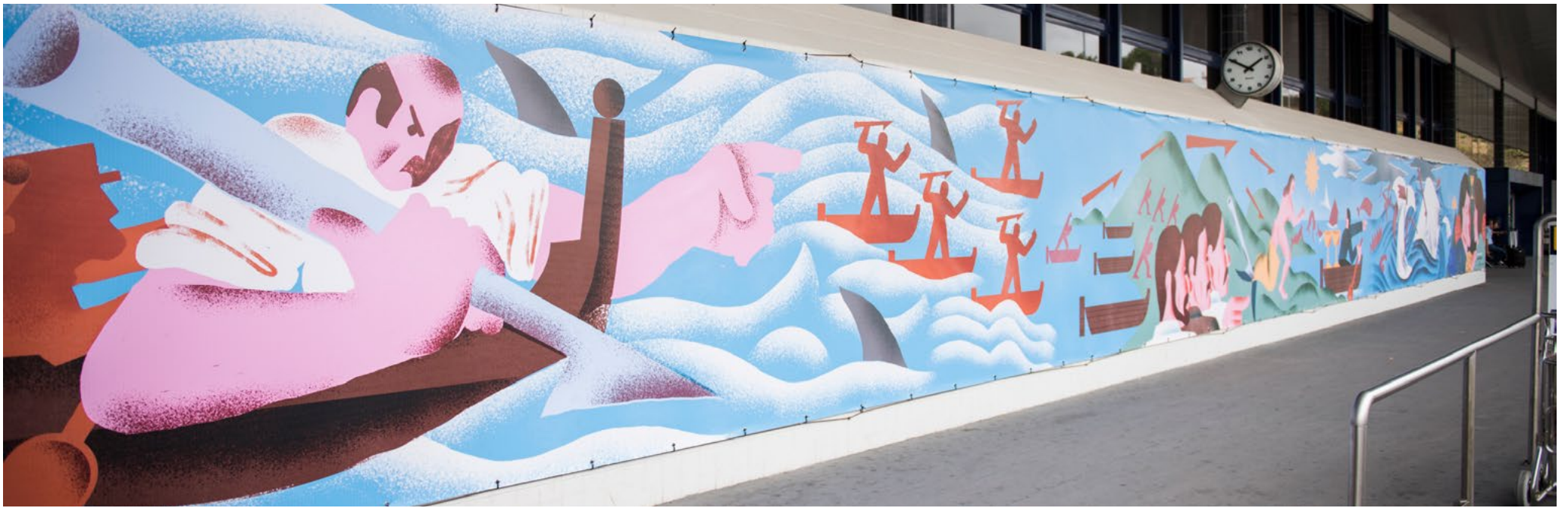
Vj Suave - Ceci Solaga (ar) + Ygor Marotta (br) / Various locations / São Miguel





O Quarteirão - Orizzontale (it) / Travessa d'Água, Ponta Delgada / São Miguel





Lorde Mantraste (pt) / Ponta Delgada Airport, Ponta Delgada / São Miguel





Ellian Chali (ar)



Lorde Mantraste (pt)



Sarah Mohr (de)



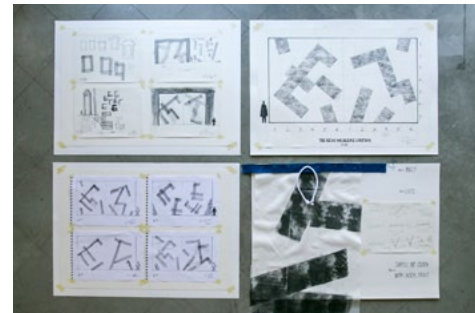
Pantónio (pt)



Francesco Zorzi (it)



Moradavaga - Manfred Eccli (it) + Pedro Leitão (pt)



Christian Rusu (ro)



Reskate (es)



Fernando Roussado (pt)



Vj Suave - Ceci Solaga (ar) + Ygor Marotta (br)



Miso (ua)



Louis Lambert aka #3TTMAN (fr)



Agostino Lacurci (it)



João Miguel Ramos (pt)



Vj Suave (br)



Miso (ua)





Residência Dança | #dancewithsomebody de João dos Santos Martins com 37.25 - Núcleo de Artes Performativas e Simão Costa (pt) / Estreia: Teatro Micaelense, Ponta Delgada / São Miguel

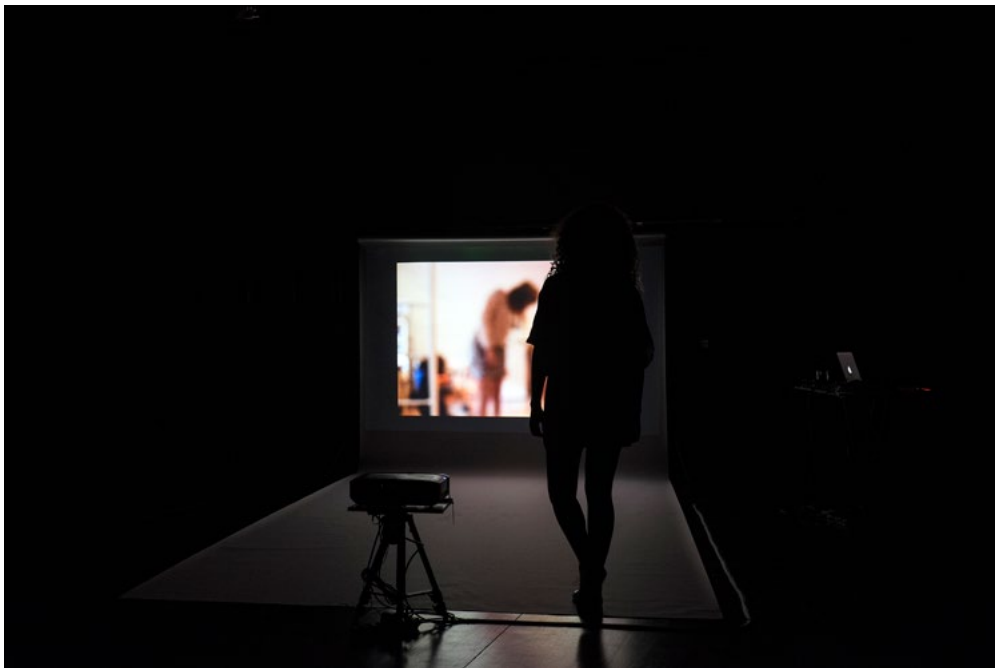




Residência Dança | #dancewithsomebody de João dos Santos Martins com 37.25 - Núcleo de Artes Performativas e Simão Costa (pt) / Estreia: Teatro Micaelense, Ponta Delgada / São Miguel



Coleção de Amantes from Raquel André (pt) / Art Residency Walk&Talk 2015 / Presentation 2016: Arquipélago - Centro de Artes Contemporâneas / São Miguel



Coleção de Amantes from Raquel André (pt) at Arquipélago - Centro de Artes Contemporâneas

Boca Ilha - O rosto que Ninguém Vê - Carolina Bettencourt, Miguel Curel and Nuno Nunes (pt)  
 Premiere: Teatro Alpendre, Angra do Heroísmo / Terceira



Gentleness of a Giant from Gustavo Ciriaco (br) / Coproduction and Art Residency Walk&Talk 2016 / Presentations: Teatro Micaelense - Ponta Delgada, Teatro Alpendre - Angra do Heroísmo





Gentleness of a Giant from Gustavo Círiaco (br) / Coproduction and Art Residency Walk&Talk 2016



Carolina Rocha (pt) - Bruto | Winner - Open Call Young Creators



Contemporary Craftwork Residency / Designers and Craftsman / Various locations / São Miguel





Pedrita (pt) + Horácio Raposo (pt)



Miguel Flor (pt)



Rui Vitorino Santos (pt) + Idalina Negalha (pt)



Sam Baron (fr) + João Andrade (pt)



Pedrita (pt) + João Andrade (pt)



Rui Vitorino Santos (pt) + Idalina Negalha (pt)



Miguel Flor (pt)



Bartek Mejor (pl) + Cerâmica Vieira (pt)



Pedrita (pt) + Horácio Raposo (pt)



Sam Baron (fr) + João Andrade (pt)



Bartek Mejor (pl) + Cerâmica Vieira (pt)



Vista da Apresentação Resultados



Pedrita (pt) + João Andrade (pt)



Pedrita (pt) + Horácio Raposo (pt)

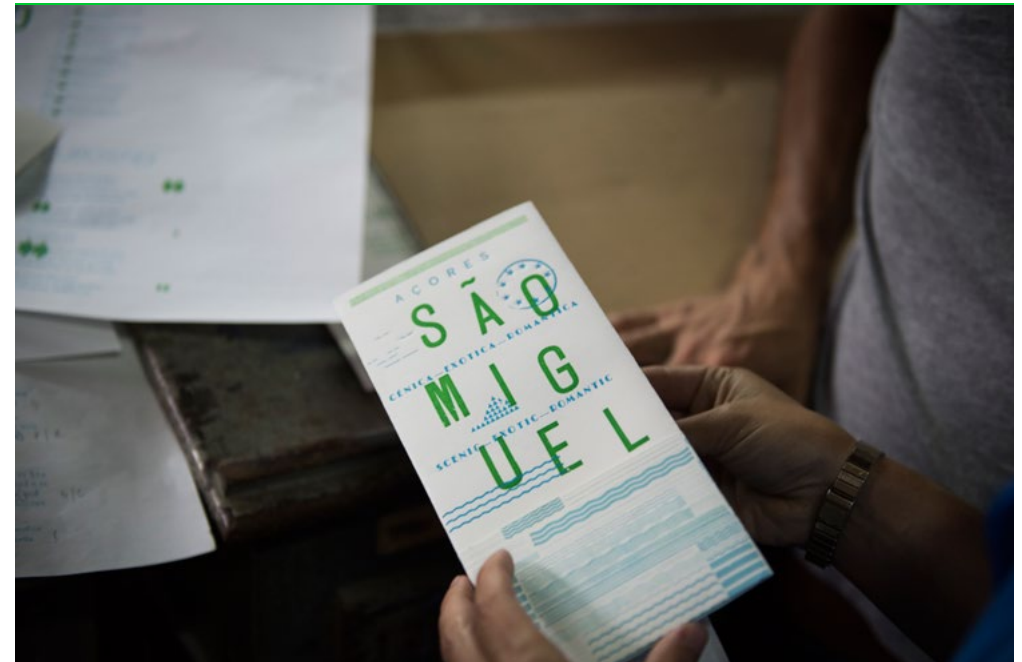


Sam Baron (fr) + João Andrade (pt)



Bartek Mejor (pl) + Cerâmica Vieira (pt)





Design Residency - Vivóeusébio (pt) and Tipografia Micaelense / Map São Miguel / Atelier Tipografia Micaelense, Ponta Delgada / São Miguel





Theatre Residency - Pedro Zebre Penim - A Pontilha (pt) / Sonho&Verão (Take 1) / Galeria W&T, Ponta Delgada / São Miguel



You need experiences like Walk & Talk  
because it's not only work,

Video Residency - André Santos / Documentary Walk&Talk 2016 / São Miguel





Knowledge Programme / Guided Tours to the exhibition circuit / In the photo: Natxo Checha at "Lua Cão" exhibition





Ateliers - Férias no museu MCM



Ateliers - Domingo Criativo no MCM



Bike tour - Public Art Circuit



Guided Tours to the exhibitions



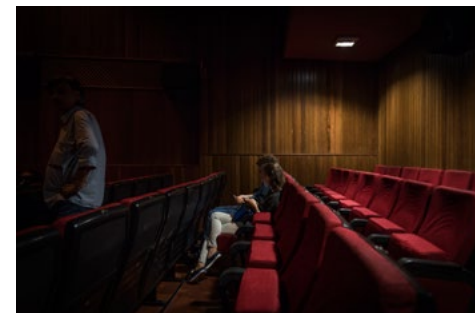
Ateliers - Férias no museu MCM



Talk#2 - Architecture and Public Domain



Talk #1 - Aviatrix Susana Mendes Silva



Cinema Cycle: Arquitéturas Film Festival



Talk #4 - The Artist as the Curator as the Artist



Guided Tours to the exhibitions



Talk #3 - Cinema e Produção Independente



Guided Tours to the exhibitions



Ateliers - Domingo Criativo at MCM



Book Launch "Gente Feliz com Lágrimas"



"Caça, Êxtase, Fome" by Musa Paradisiaca



Workshop VJ Suave





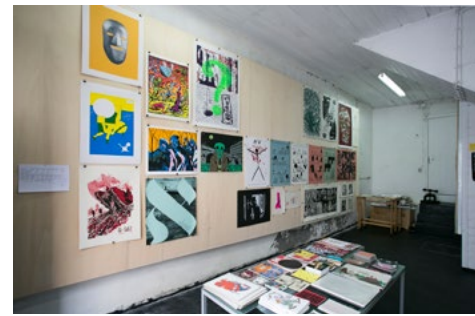
Exhibitions | "Lua Cão" commissioned by Natxo Checa (pt) with Alexandre Estrela (pt), João Maria Gusmão (pt) & Pedro Paiva (pt) / Galeria W&T, Ponta Delgada / São Miguel



Black Dolphin / No Andar de Cima, PDL



Lua Cão / Galeria W&T, PDL



Culto da Carga / Galeria Miolo, PDL



Aviatrix / Galeria Fonseca Macedo, PDL



Portal / Galeria Arco 8, PDL



Culto da Carga / Galeria Miolo, PDL



Aviatrix / Galeria Fonseca Macedo, PDL



Lua Cão / Galeria W&T, PDL



Black Dolphin / No Andar de Cima



Lua Cão / Galeria W&T, PDL



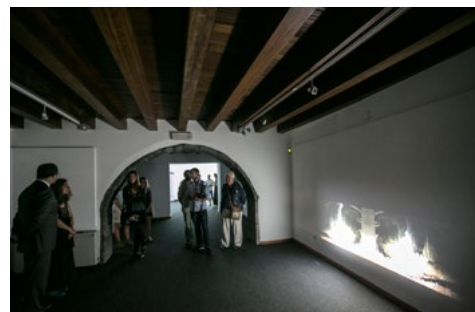
Aviatrix / Galeria Fonseca Macedo, PDL



Portal / Galeria Arco 8, PDL



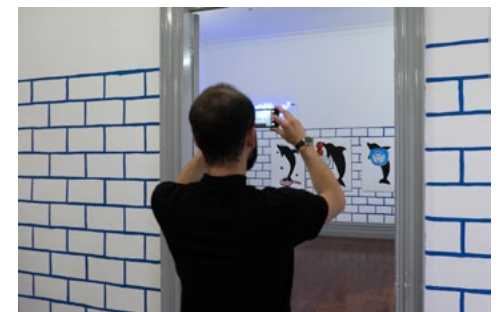
Lua Cão / Galeria W&T, PDL



Loops.Lisboa / Centro Municipal de Cultura, PDL



Culto da Carga, PDL



Black Dolphin / No Andar de Cima, PDL





Closing Party / Galeria W&T, Ponta Delgada / São Miguel





Apresentação de Resultados



Sound.Ext



Opening Party



Las Makinas (pt)



Opening Party



Line of 2 (pt)



Sound.Ext



Anona (pt)



Sound.Ext



Caroline Lethô (pt)



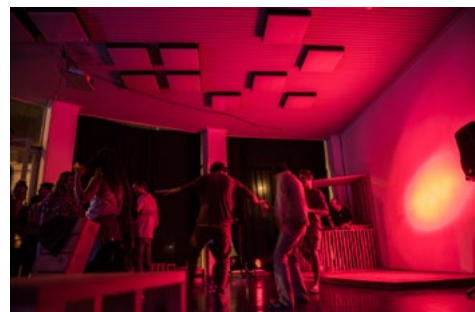
Galeria W&T



Book launch "Gente Feliz com Lágrimas"



3rd Method (pt)



Rapazes D'Cdade (pt)



Sonja (pt)



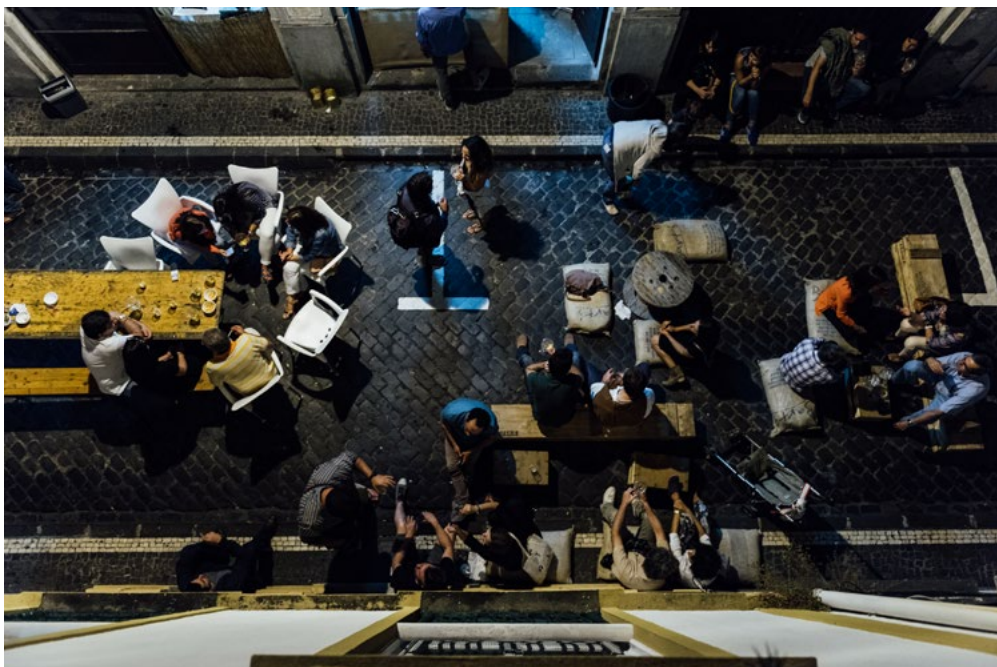
Sound.Ext





Concert / Peixe:Avião (pt) with video projections from Vj Suave / Galeria W&T, Ponta Delgada / São Miguel





Opening party for "o Quarteirão" project by Orizzontale (it) / Travessa d'Água, Ponta Delgada / São Miguel





**Culto da Carga / Casa do Sal, Angra H.**



**Galeria W&T / Praça Velha, Angra H.**



**Atelier Desenhar no Espaço / Pantónio, MAH**



**Atelier de Paisagens Topográficas / MAH**



**Atelier de Paisagens Topográficas / MAH**



**Talk - Art and public domain**



**Workshop Silkscreen / Casa do Sal, Angra H.**



**After show talk / Teatro Alpendre**



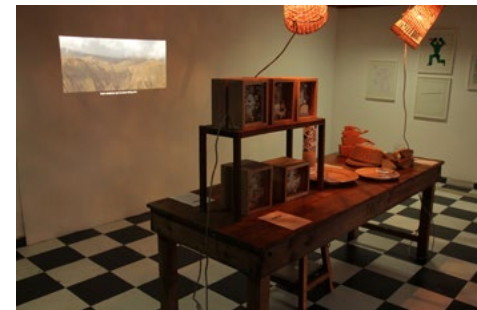
**Talk - Todo o património é arte?**



**Talk - is all heritage art?**



**Culto da Carga / Casa do Sal, Angra H. Culto da**



**Galeria W&T / Praça Velha, Angra H.**



**Institucional Opening / Terceira**



**Atelier de Paisagens Topográficas / MAH**



**Galeria W&T / Praça Velha, Angra H.**



**Atelier de Paisagens Topográficas / MAH**





Ambassadors Walk&Talk 2016 at Parque Terra Nostra / Furnas / São Miguel



7<sup>th</sup> EDITION  
SÃO MIGUEL  
14 - 30 JUL

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2<sup>nd</sup> EDITION  
TERCEIRA  
29 SEP - 6 OUT



WWW.WALKTALKAZORES.ORG  
#WALKTALKAZORES



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9500-377 PONTA DELGADA | ORGANIZATION@WALKTALKAZORES.ORG | +351 918585442

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