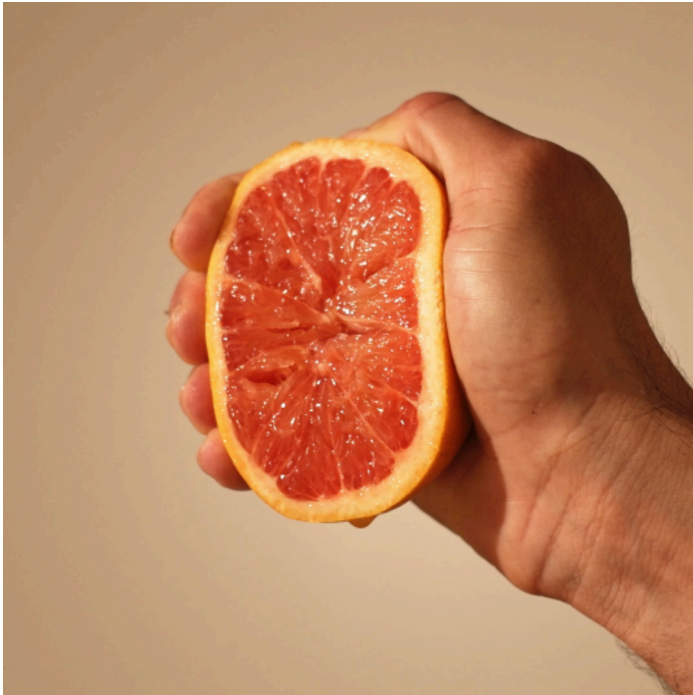




Not everything is what it seems, feels,
smells or looks like initially.

Things (tend) to change.



And as they change, evolve, transform and turn
around (and flip), what once was flowing is now
stuck, what was once glued is now free, what
once was a memory from childhood is now a
project which grows into something built.

As a Studio which has curiosity at its heart, we felt any installation where we work on a daily basis, side by side, should reflect precisely that collective thought and practice. What we share as an experience and creative flow, and what each one of us brings to the table, literally.

Playing on the idea of SINESTESIA, our Studio tends to create something which defies and beats the odds, and which usually develops an idea which is difficult to pinpoint and describe precisely. A bit like poetry, right?

After being last year's Pink Flamingo, for this year's edition of Lisbon Design Week we had to ruffle a few more feathers. The installation, showcased where we work daily, will present a cinematic view on how we translate multiple personal memories into the projects and objects we design, and the scent which connects them all through tact and texture.

From one to multiple.
From feeling to form.
A process, previewed, presented.



For this year's edition of Lisbon Design Week, we decided to focus our installation on the very beginning of our work: the creative process. We chose our studio in Lisbon as the ideal setting to present it — the place where everything starts.

The guiding concept of this installation is SINESTESIA: a neurological phenomenon in which the stimulation of one sense involuntarily triggers an experience in another. We all experience synesthesia in some form — such as when we talk about a food and instantly recall its taste, associate colors with specific emotions, or link scents to particular moments from the past.

In parallel, memory plays a fundamental role in our work. We see it as a living archive of information, experiences, and references that shape our identity and influence the way we interact with the world. In our studio, memory is a starting point — a tool for accessing sensory and contextual layers that inform every project.

LDW 2025

S:G x LISBON
DESIGN *Week*

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