Spark Session

Art & Beyond · Lisbon

Find out what your space should say, from the people who use it.

The problem

Art chosen by a committee tends to be forgotten within a week. Staff don't see themselves in it, and guests learn nothing about who you are.

What it is

A short, moderated conversation with the people you choose: employees, members, guests or students. A moderator (a philosopher, writer or painter) designs one Spark, a single question tuned to your brief, and hosts it. You get a clear picture of what your people actually value.

How it works

01 Brief

30-MINUTE CALL

What the space or launch should achieve, and who it should speak to.

02 Spark design

ONE QUESTION

The moderator crafts one question for your audience.

03 Session or open response

8–15 PEOPLE OR ONE WEEK ONLINE

A live session, or an online Spark open for one week, in any language.

04 Insight report

WITHIN 10 WORKING DAYS

Themes, key quotes and a curatorial direction.

What you receive

— A 4–6 page insight report with the strongest voices

— A curatorial direction: what kind of art and which texts would fit your space

— A recommended next step, with no obligation to continue

Best for

Offices, hotels, schools, co-working spaces and brand launches that want to test the approach before committing to a full art programme.

Investment. From €1,250 — a one-month pilot project. Larger programmes are tailor-made to your space and brief. If you go on to a Curated Space project, the Spark Session fee is credited towards it.

Next step: book a 30-minute brief call

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