

CASE STUDY — NON-PROFITS

Non-Profit Organisation: Strengthening Mission at a Lisbon Foundation

A Lisbon-based non-profit foundation focused on youth education and social inclusion asked Art & Beyond to curate its headquarters and event spaces. The goal was to create environments that would communicate the organisation's mission more powerfully to donors, partners, and the young people it serves.

Brief

The foundation wanted its physical spaces to move beyond functional design and instead embody its mission, making visitors feel the purpose of the organisation the moment they walked in.

Curation

A writer-moderator and an educator-moderator hosted Sparks with staff, volunteers, donors, and young beneficiaries around the question “What does opportunity look like?” The compiled responses shaped the selection of six artworks, including pieces by artists who had themselves grown up in the foundation's programmes.

Installation

The works were placed in the entrance, meeting rooms, and event hall, each accompanied by a short text drawn from the Sparks. The installation turned the headquarters into a quiet argument for the foundation's work, one that visitors could absorb at their own pace.

Story

The foundation began hosting quarterly salon evenings for donors, local partners, and young beneficiaries. Within nine months, donor retention increased by 35 % and the foundation secured two major new grants. Several long-term supporters specifically cited the art and the conversations it sparked as reasons for their renewed commitment.

This case shows how non-profit organisations can use curated art and moderated dialogue to strengthen emotional connection with their audience and translate their mission into tangible impact.