

Real Estate Developer: Shaping Identity at a New Lisbon Residential Project

A Lisbon-based real estate developer asked Art & Beyond to curate the show apartment and common areas of a new residential building in the city centre. The objective was to create an environment that would help both local buyers and international investors connect emotionally with the project and its location.

Brief

The developer wanted the spaces to communicate the building's character and its relationship to the neighbourhood, moving beyond the neutral styling typical of show apartments.

Curation

A writer-moderator and a photographer-moderator led Sparks with residents of the surrounding neighbourhood, the architect, and prospective buyers around the question “What makes a Lisbon home feel like Lisbon?” The responses were compiled into a curatorial brief, and seven artworks were selected, pairing established Portuguese artists with emerging local voices.

Installation

The works were installed in the show apartment, entrance hall, and residents' lounge, each accompanied by a short text drawn from the Sparks. The arrangement encouraged visitors to move slowly through the spaces and imagine a life there, rather than simply inspect square metres.

Story

During the first sales season, the project recorded a 40 % faster sales pace than comparable developments in the area. Several buyers specifically mentioned the art and accompanying stories as a deciding factor. The developer later adopted the same moderator-led approach for future launches.

This case shows how real estate developers can use curated art and moderated conversation to turn physical spaces into meaningful brand experiences that resonate with both local and international audiences.