

Joana Branco Gomes

"With a master degree in architecture from Instituto Superior Técnico in Lisbon, Joana Branco Gomes started business activity in 2009. Today collaborate on two projects of the business group Mainside Investments, the project LxFactor (a recovery of an old industrial unit in creative cluster in the areas of fashion, design, architecture arts, marketing, advertising, leisure, ...) and the project Pensão Amor, (the revitalization of an old building from XVII century in Lisbon)

Title of presentation: "The Big Factory: Heritage, Time and People"

Abstract of the presentation:

The LxFactor belongs to the company MainSide that develops real estate projects in the area of investment, with the vocation to develop specific projects related to urban regeneration in the city center.

The main building was built between 1846-49 to house the Companhia de Tecidos Lisbonense. Is one of the most important manufacturing factories in Lisbon and is one of the first to adopt a typology of iron architecture in Portugal.

The property was acquired in 2005 , due to several characteristics, specially the fact that includes properties with architectural value and because was an industrial complex with a interesting ability for us to develop a project within our field of rehabilitation of urban spaces. At time of purchase we were aware that the property was placed in a larger and long-term project (urban plan). We thought we could use the space, as it stood. The property was relatively well preserved, although some buildings were abandoned for many years and at risk of collapse. We decided to consolidate the existing and clean everything that was not related to patrimony. It was then that LxFactor was born with the junction of three pillars: the industrial space (patrimony), the time (which determines the needs, demand and supply) and the human factor. Over the past 5 years LxFactor pass from provisory and became permanent .

The complex occupies 23.00m². In the complex there are approximately 200 companies which leads to a movement of approximately 2.000 per day. In an Open Day (an event organized by LxFactor where businesses open their doors to the public to show their work) this number rises to 12 000 people. For the Open Day are prepared special activities that give even more life to a place bustling by excellence.