



TOGETHER TAKES TWO⁺



Bom Petisco sponsors ModaLisboa

For the first time ever, Bom Petisco is an official sponsor of Portugal's main fashion event, ModaLisboa. Known for its high quality tuna and pioneer innovation, Bom Petisco now wants to be a voice for young talents. This time, it partnered up with architect Duarte Caldas and chef Hugo Nascimento to create a new fashion week experience – because Together Takes Two

As the market leader in the national canned fish segment, Bom Petisco has always been known for its quality tuna. Its traditional flavours are a staple at Portuguese homes, where the brand has been present for more than 50 years. Now, the brand is aiming towards the renewal of its image and consumers, with the release of 3 innovative flavours: Bom Petisco extra virgin olive oil and oregano, Bom Petisco 5 peppers and Bom Petisco pimenta da terra and fine herbs.

To consolidate the brand's presence in ModaLisboa, the young Portuguese architect Duarte Caldas was summoned to take part in this ambitious project. The task was "to connect Bom Petisco to ModaLisboa", says Maria Felgueiras, the brand's head of Marketing. In the social area, more than 80 000 can lids materialize a

new interpretation of Together, this year's theme, under the motto Together Takes Two. Outdoors, at Praça do Município there's a Bom Petisco bench – a piece designed for people to be together.

Simultaneously, in order to invert the widespread idea that canned food isn't worthy of consideration, the brand also collaborates with Chef Hugo Nascimento to show consumers how a can of Bom Petisco can be used to create signature dishes. With new flavours and a redesigned packaging, Bom Petisco wants to approach younger, upscale consumers, to whom canned tuna is more than a last-resort meal – it is a good start for something even better. As the first ever Portuguese largescale food brand to sponsor ModaLisboa, Bom Petisco proves once again that it is ready to take on such a challenge.



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Chef Hugo Nascimento

Born in Lisbon, in 1976, Hugo was a restless and curious child. He started out studying to become an architect, but the art of cooking ended up conquering him.

In 1996, Hugo met Chef Vítor Sobral, who soon realized his talent and, in 2004, he took the lead as a Chef for the first time.

Nowadays, side to side with Vítor Sobral, more than just a Chef, he is an entrepreneur. In Lisbon, he spends most of his time at Tasca da Esquina, Peixaria da Esquina and Balcão da Esquina. Abroad, in cities like Luanda and São Paulo, he works as a consultant for the group's international restaurants.

Apart from this, he is a gastronomical consultant, food stylist and lecturer.

In 2013, he was the cover of Time Out magazine. He is also the writer of 'Livro das Sanduíches do Chef Hugo Nascimento'.

Architect Duarte Caldas

Duarte Caldas, born in 1984, is an architect living and working in Lisbon.

Duarte holds an MA in Architecture by Universidade Autónoma de Lisboa (2009), having also studied in Universidade La Salle, in Barcelona (2006 / 2007).

He collaborated with Atelier José Adrião Arquitetos (2007) and worked in Berlin from 2009 to 2013, here he worked with architects Thomas Kroger and Gonzalez Hasse AAS. In 2014, he founded Estúdio DC.AD - Duarte Caldas . Architecture Design in Lisbon, where he currently develops architecture and interior design projects for residential, commercial and cultural typologies.

More in: www.dc-ad.com