



*"I was born on the other side of the world, of the moon say some."*

João de Castro

In 1964 he was born in East Timor, son of Portuguese parents, from Portuguese families in the History of painting and photography of the nineteenth and twentieth centuries (Kurt Pinto, António, Novaes family). Self-taught, he starts as professional photographer in 1985, chartered by the Ministry of Labour and he specializes in architecture / interior photography and production, portrait, graphic report and art reproduction, with an international portfolio of clients.

In 1994 he discovers himself in the authorship and begins his photographic poetry.

For several years accumulating positions as redactor, responsible editor and producer and from 2005 to 2010 he is consultant of photographic art and fine art printing to Konica Minolta and Hewlett-Packard Portugal, developing cultural projects.

Since 2005 until now he dedicates in exclusive terms to his photographic poetry, teaching, and consultant and production / consultancy in cultural projects.

Regular invited to share his vision and experience in the press, lectures and conferences with some of the most recognized international institutions, since 1990 that is dedicated to the teaching of photographers, producers and models, in master classes, courses and workshops, with exclusive programs with its rigor and chaos.

He is represented in private and institutional collections, with portfolios, fine art series and 49 exhibitions (Portugal, Spain, France, Italy, Switzerland, United Kingdom, Bulgaria, Brazil, United States, Macau, Hong Kong and Japan), his authorship, projects and teaching have been successively rewarded and sponsored by cultural and educational institutions, and brands such as Kodak Laboratories, Konica Minolta, Hewlett-Packard Portugal, Adobe, Olympus, Sony and Hahnemühle, among others.

\* Genealogical reference of and Novaes family and João de Castro on page 15 of this biography.

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## Most relevant chronology

- 2017/05** - Dedication to his photographic poetry, teaching and production / consulting in cultural projects.
- 2016** Selected as one of the 70 best contemporary Portuguese photographers, in the permanent collection of the Art 8 bar dedicated to photography.
- 2015** - Selected as one of the top 100 emerging contemporary Portuguese authors , by the Debut Contemporary Gallery in London
- 2015/05** - Full dedication to “Full Body Portraits, Iconography and Elements” and other projects, as well as teaching, consulting and production / trusteeship in cultural projects.
- 2012** - Conception and production of the cultural project The World of Candor, celebration of the 25 years of career with photographic exhibitions in large format and fine art, photography workshops and painting/drawing workshops, introduction of homonymous book + cd on the market with the photographic works and music's in HD movie, the collectors edition of a printed collection and a fine art book (limited, numbered, signed and certificated edition).
- His work as an author and the *master* class/workshops that develops with formats and programs of his exclusive authorship, are sponsored by LFMPRO Corporate, Hahnemühle and Adobe, and supported in partnership by Sony, Bowens, Foba, Interfit, Fujifilm and Dreambooks, for whom he develops art consulting projects, photography and digital fine art printing.
  - Author represented by [www.exclusivart.com](http://www.exclusivart.com) and Gerald de Silva Atelier Gallery.
  - Responsible for Zest Concept, on a team with the painter Marta Regina Braz and the producer/designer Cristina Fialho, conceives and administrates cultural projects on a communication concept raised for specialized markets of high immaterial component communication concept created for specialized markets of high immaterial component in its added value, dedicated for specific social groups and several kinds of media.
- 2011** - Trainer of the Educative service of Carmo Convent museum.
- Conceives and administrates creative, cultural and photographic projects with the painter Marta Regina Braz and the producer/designer Cristina Fialho.
  - Organizer and jury member of the International Salon of Photographic Art of Algarve, with the high sponsoring of The International Federation of Photographic Art – FIAP and the Photographic Society of America – PSA.
  - Detaches himself of TOP maker studios.
- 2010** - Celebrating 25 years of career commemoration presented in several activities.
- 1º Trainer of the Academy Olhares ([www.olhares.com](http://www.olhares.com))
  - Trainer in the Portuguese Institute of Photography in Lisbon and Oporto.
  - Beginning of the specific master class formation.
  - Professional Merit Trophy AFP – XIV Seminar of Photography and Video.
- 2009** - Professional Merit Trophy AFP-Professional Association of Photographers - XIII Seminar of Photography and Video.
- Speaker on the official opening and represented photographer in the show of Portuguese photographers, in the 35th International Salon of Photographic Art of Algarve
  - Official Former of F2/ Photography section of Coimbra's Academical Association.
  - Beginning of the individual workshops and personal training.
  - Along with Fernando Algarvio, establishes TOP*maker* studios ([www.topmakerstudios.com](http://www.topmakerstudios.com)), specialized in photography, production and casting.
  - Specialized collaboration in nude photography, fine art printing and photographic art of the magazine Photographic Art DP.
  - Beginning of the medicine photographic teaching on the X National Congress of Pediatrics.
- 2008** - Professional Merit Trophy AFP-Professional Association of Photographers with the 1st Intensive Course of Photographic Nude, Aesthetics and Expression.
- João de Castro's' printing workshops, offered by Hewlett-Packard on printers' purchase.
  - Specialized collaboration in nude photography, fine art printing and photographic art of the magazines Digital Photographer Portugal and Advanced Photoshop Portugal.
  - Judge in the national qualifications, formed by AFP, homologate by the Spanish Federation of Image Professionals and Federation of European Professional Photographers.
- 2007** – Beginning of conception and administration of several projects in photography and arts sponsored and supported by Hewlett-Packard and Adobe.
- Specialized collaboration in nude photography, fine art printing and photographic art of the magazine Positiva.
  - Specialized collaboration in nude photography, fine art printing and photographic art of the magazine Photo Magazine Brazil.
- 2006** - Specialization in digital fine art printing.
- Formative frequency of the workshop Lifelong Museum Learning about alternative and continuous education, Portuguese Association of the Companies with Museums, Portuguese foundation of

Communications, Portuguese Institute of Museums, ENGAGE, Belém Cultural Centre, Calouste Gulbenkian Foundation, Chiado Museum, Water Museum, among others.

– Beginning of art consulting, photography and digital fine art printing with Hewlett-Packard, Adobe, Sa Ideas Printing, other companies and authors.

**2005** - Sponsored author and consuler for Konica Minolta.

**2004** - Beginning of photographic nude teaching with thematic and exclusive stages.

- Finds in digital technology the follow up of his previous work in analogical: always real and without retouching or digital composition.

- Specialized collaboration in nude photography of the magazines Photo Magazine Brazil, Super Foto Prática Portugal and Spain.

- Specialized collaboration in nude photography, fine art printing and photographic art of the magazine Fotodigital.

– Beginning of sponsoring by Hewlett-Packard as author.

**2003** - Beginning of his dedication to teaching of nude photography, in the school Oficina da Imagem.

**2002** - He devotes exclusively to authorship and to selected clients.

- Being the first Portuguese professional photographer specialized and devoted to artistic nude, and publishing the first Portuguese specialized website [www.artphoto-joaodecastro.com](http://www.artphoto-joaodecastro.com).

- Sponsored author by Kodak Laboratories Portugal.

- Exclusive photographer of art reproduction for the art gallery [www.9arte.com](http://www.9arte.com).

**1997** - Photographic editor, producer and photographer of the magazines Arte & Ideias, Bricolage & Decoração e Bebê d'Hoje.

**1996** – Collaboration as specialized photographer in interiors, portrait and nude, and senior producer in Impala publishing house with the magazines Ego, Casa e Campo, VIP, Gentleman, Inspirações, Nova Gente, Mulher Moderna. Former of new producers.

- Santa Casa da Misericórdia - National Lottery – Exclusive photographer.

**1995** - Official photographer of the da Orient's Platform/Architect Santiago Calatrava, until 1998.

**1994** - He discovers himself in the authorship and begins his photographic poetry.

- With Cristina Fialho, he is the first Portuguese producer and photographer specialized and dedicated to the theme of the art nude, with its own methods of production, photography and black and white lab.

- Exclusive photographer of Touristic Association Montes Alentejanos, until 2004.

– Free lancer photographer, producer and writer of the magazine Casa Claudia, until 1998.

**1992** - Founder and creative director of the publicity and global services agency JC Studios.

- Editor, producer and photographer of the magazine Diana.

**1990** - Exclusive photographer of the entire chain Makro/Aro/Eurorest Portugal, until 1992.

- Exclusive photographer of Heliportugal.

- Former and examiner of the models course Faces.

**1988** - Responsible for the photography area of the Audiovisual Center of IAPMEI.

**1987** - 2nd European Prize for the “Best Environment Article”.

**1986** - Specializes in architecture and interiors photography and production, holding also, for some time, the office of interim chief editor of the magazine Casa & Jardim.

- With an intense work activity, develops photography and production also in portrait, lifestyle, tourism, publicity and art reproduction.

- Exclusive photographer and producer of Repress Editors with the magazines Imobiliária, Air Atlantis In Board, Aero regional, D. Pedro Hotel Magazine, among others, until 1992.

**1985** - Starts as chartered professional photographer (No. 17/802/72) by the Ministry of Labour. He specializes in architecture/interior and portrait photography and production, as well as reporting and graphical art reproduction, with a portfolio of international clients in the architecture/decor/real estate, art, institutional, editorial and advertising.

Starting his career in Casa & Decoração magazine, while developing his technical and literary writing, signing opinion and journalistic articles in the press.

**1982** - Self-taught, at the age of 18 he awakes for photography, his own.

– Free lancer photographer, producer and writer of the magazine Casa e Decoração, until 1995.

**1972** - Rises up to compulsive writing and drawing, going to Marquês de Pombal and S. João do Estoril secondary schools, successively in industrial chemistry, journalism, literature and history.

**1971/75** - Maristas College of Lisbon.

**1965** - Comes to Portugal.

**1964** - He is born on the 18th of December in Dili, Timor, of Portuguese parents and families with tradition on drawing, painting, architecture, and names in photography since the XIX century such as Kurt Pinto, António, Mário and Horácio Novaes

**2014**

Amateur Photographers of Azores, the biggest and more active in Portugal

**2010**

"25-year career - João de Castro" - Lecture cycle Contactos Fotográficos, organized by the Photography Section of the Academic Association of Coimbra.

**2009**

"Woman, Forms and Moments" – Opening lecture of the do 35th Algarve Photo Salon – Racal Club/International Federation of Photographic Art/Photographic Society of America – Portimão.

"Archive digital treatment and photographic post production" – HP Official Seminar – Porto.

"The photography in Nude" – Oficina da Imagem photography school – Lisbon.

"The photography in Nude" – VI-VER photographic club – Lisbon.

XIII Seminar of Photography and Video of AFP-Professional Association of Photographers – Caldas da Rainha.

**2008**

"It's the World an Image?" – Digital Image Journeys – Photography section of Coimbra's Academical Association – Gil Vicente Academical Theater – Coimbra.

"Digital Printing" – Presentational road show Photoshop CS4 – Adobe – Cultural Center of Belém – Lisbon.

**2007**

"Death in the Arts" - V International Congress Espaço T "Death, Culture and Art" – Porto.

**2005**

"Education, Aesthetic, Image and Music" –International Seminar Collect & Share – Foudation for the Communications – Lisbon.

Invited speaker along with representatives from the École du Louvre, Foudation for the Communications, National Palace of Queluz, ENGAGE, Water Museum, Electricity Museum, Superior School of Theater, Calouste Gulbenkian Foudation, Knowledge Pavilion, Tate Modern Gallery, National Gallery and Lisbon Science College.

## Teaching

**2015/03**

Master class, workshops, stages, shooting day and personal expression teaching, with formats and programs of his registered and exclusive authorship.

**2015/09**

Official Former of Photography section of Coimbra's Academical Association.

**2015/1990**

Teaching scenic and photographic expressions for photographic nude, portrait and fine art models.

**2014**

“Full Body Portraits” introduction workshop for Amateur Photographers of Azores, the biggest and more active in Portugal

### **2012/11**

Educational Service of the Archaeological Museum of the Convento do Carmo’s trainer, with master class for photographers and photography workshop for youth and children. Corporate Support LFMPRO, Hahnemühle and Adobe, Sony, Bowens, Foba, Interfit, Fujifilm and Dreamsbooks.

Restructuring in the specialization of teaching formats with new programs and challenges.

Expansion of teaching photography to age groups from infancy to seniors and while an occupational therapy.

### **2011/10**

Former in the Portuguese Institute of Photography in Lisbon and Oporto with the workshop of nude, aesthetic and expression photography.

### **2011/05**

Adobe’s sponsoring on João de Castro’s workshops and training.

### **2010**

Former in the Academy Olhares ([www.olhares.com](http://www.olhares.com)).

Former in the Portuguese Institute of Photography in Lisbon and Oporto.

Beginning of the specific, master class and photography initiation formation.

### **2010/05**

Sponsored by Hewlett-Packard Portugal and Adobe on the João de Castro workshops.

### **2009**

2nd Intensive Course of Photographic Nude, Aesthetics and Expression João de Castro/AFP.

Demonstrative teaching on the 4th Salon of Expositors AFP and on the 9th Actualization Pro Workshop of Evo.

Nude in studio and exteriors-photography workshop for the advanced photographers’ course of the school Oficina da Imagem.

Formation in individual workshops, personal training and photographic operationally in medicine.

### **2008**

1st Intensive Course of Photographic Nude, Aesthetics and Expression João de Castro/AFP.

João de Castro’s’ printing workshops, offered by Hewlett-Packard on printers’ purchase.

### **2007**

Sponsored by Hedler Portugal and Olympus Portugal on the workshops of João de Castro.

### **2005**

Sponsored by Konica Minolta Portugal on the workshops of João de Castro.

Former on the models course Be a Model.

### **2003**

Nude in studio and exteriors-photography workshop for the advanced photographers’ course of the school Oficina da Imagem.

### **2003/2**

Sponsored by LojaApple, Laboratories Kodak Portugal and Fotosport shops on the workshops of João de Castro.

**1998/96** – Collaboration with Impala publishing house, senior producer and former of new producers.

**1990**

Former and examiner of the models course Faces.

### Consulting

Since 2006, has been the consulter for photography, art, fine art photography and printing for companies, organizations and brands such as Adobe, Hewlett-Packard Portugal, Konica Minolta and others, conceiving (format, design and internet) and administrates (partnerships, implementation, internet, means, promotional and management actions). He has organized contests, sponsored photographers groups, exhibitions, cultural actions, such as: [www.ponto128.com](http://www.ponto128.com) - web page dedicated to photography, [www.bneye.com](http://www.bneye.com) – prestige gallery of Portuguese photographers, “workshops of professional printing and *fine art*” - HP printers offer, “Project” – printing and exhibition of photographers work, “High Visions” – sponsored group of photographers, “Nude Printing” photographic contest, and several promotional actions. Among other productions, was in 2006 co-producer of the exhibition and book Manifest 24 for the Angel Orensanz Foudation and Publimax - New York - USA.

In 2010 he was the organizer of the International Salon of photographic Art of Algarve organization, including the international calendars of the photography salons and considered one of the most significative of the world, being Portugal the only that receives the high sponsoring of The International Federation of Photographic Art and the Photographic Society of America, maximum representatives of the word photography.

### Exhibitions

#### Individual

**2012**

“The World of Candor” in Large format (1.5X2.8m) – Archaeological Museum of the Convent of Carmo – Lisbon.

“The World of Candor” Large format (1.5X2.8m) – Rio’s – Oeiras.

“The World of Candor” Large format (1.5X2.8m) – Spock Bar – Lisboa.

**2009**

Large format Nudes (1.5X4m) - Cultural week of the Students Nucleus of the Agrarian School of Coimbra – Coimbra.

**2008**

“João de Castro” – 1st Internacional Salon of Creative Arts – Porto  
Show of 12 photos and lounge with “New Year” (8.50 X 2.40 m).

“New Year” (4.50 X 1.20 m) – Permanent Exhibition - Club M - Madeira

**2007**

“Water Forms” – Coimbra’s Water Museum

“From Death” - V International Congress Espaço T “Death, Culture and Art” – Porto

**2006**



“1st Series” – Permanent Exhibition - Maxfac Cosmetic Surgery Clinic – Lisbon

“From Death”- Water Museum - Registration Room - Mãe de Água - Lisboa  
Individual photographic exhibition, with “Amor-te” exhibition of Walter Schels and Beate Lakotta.

## 2005

“High Photos” –Sotto Mayor Palace – Lisbon

## 2004

“Diva” – Cultural Institute of Santos Bank - S. Paulo- Brazil.

## 2002

“Artphoto” – Paço de Arcos’ Noble Hall.

## Collective

### 2016

"Le Sexe" Exhibited in the permanent collection "best contemporary Portuguese photographers" Art 8 - Bairro Alto - Lisbon.

### 2010

“Full Beauty” – “Diva”, “Muse”, “With Me” – Large format (1.5X4m). Exhibited on the exterior of the Coimbra’s Academical Association building – Coimbra

Exhibition Prestige 25 years of career - 10 selected works – Festas da Ascensão / Oficina do Corpo - Miss and Mister Facebook Portugal 2010 Parade - Chamusca

“Diva”, “Muse”, “Nudity”, “To Be” – Raca Club Main Office – Silves

Prestige Exhibition of the 25 Years Career - 10 selected works - 5th Salon of Expositors – Professional Association of Photographers – Caldas da Rainha.

### 2009

“Diva”, “Muse”, “Nudity”, “To Be” - 35º Algarve’s Photo Salon – Portugal and international tour.

“Full Beauty” – “Diva”, “Muse”, “With Me” – large format (1.5X4m) - 32ª Bookseller’s fair of Coimbra/ Coimbra’s Academic Association – Coimbra

“Musa”, “With me”, “Skin” – Demonstrative Professional Formation – 4th Salon of Expositors – Professional Association of Photographers – Caldas da Rainha

“Torso 2” – 1st Intensive Course of Photographic Nude, Aesthetics and Expression João de Castro/AFP – 4th Salon of Expositors – Professional Association of Photographers – Caldas da Rainha

### 2008

“The 10 Commandments of Water” – Coimbra’s Water Museum

“High Visions HP” – 1st International Salon of Creative Arts - Porto

“High Visions HP” – 3rd Salon of Expositors – Professional Association of Photographers – Caldas da Rainha

### 2007

“IN DEFINITION” – Water Museum - Mãe d’ Água – Lisbon

“New Year” (9 X 2.40 m) – Stand HP – 2nd Salon of Expositors – Professional Association of Photographers – Caldas da Rainha

**2006**

“Manifest 24”/ portrait Manuel Carmo - Angel Orensanz Foundation - New York

**2004**

“9arte” – Sacramento’s Gallerie- Lisbon

**2002**

“Strategical Landscapes” – Cultural Center of Belém – Lisbon

“Contemporarian Portuguese Architecture” – Exponor - Porto

**2001**

“Paysages Strategiques” – Galerie d’Architecture – Paris.

“Objects+Architectures” – Coimbra’s School of Artistic Technologies.

**2000**

“Triennial of Architecture – Interarch 2000 – Sofia – Bulgaria

“Objects+Architectures” –Architects Order – Warehouse 7 – Lisbon

**1999**

“Portugal of Sea, Stones and Cities” – Macau’s Forum

“Objects+Architectures” - Milan’s Polytechnic Institute

**1998**

“Portugal of Sea, Stones and Cities” – The Architecture Foundation - London

“Triennial of Architecture of Sintra”

“Portugal of Sea, Stones and Cities” – Art Center – Hong Kong

**1997**

“Portugal of Sea, Stones and Cities” – Contemporaneous Art Center – Rio de Janeiro - Brazil

“Portugal of Sea, Stones and Cities” – Michigan – USA

“Photovision” – International Fair of Lisbon

**1996**

“XIX edition of the International Triennial of Architecture of Milan”

“Portugal of Sea, Stones and Cities” – Urban Center – New York

“Portugal of Sea, Stones and Cities” – Cultural Center of Belém – Lisbon

**1995**

“Biennial Maia’s Youth 95”

**1993**

“The Sea Limit” – Lisbon’s Municipal Chamber and Association of Portuguese Architects – Greenhouse – Lisbon.

### Fine Art Limited Series

**2012**

“The World of Candor” – 9 works + manifest

**2007**

“Water Forms” – 12 works

“From Death” – 13 works

**2006**

“2nd Series” - 10 works

“1st Series” – 15 works

**2004**

“1st Series of *fine art* postcards” – 8 works

### Books

**2008**

"The 10 Water Commandments" - EPAL Edition

“1st International Salon of Creative Arts Catalogue” – Porto

**2007**

“Water Forms” – Catalogue – Coimbra’s Water Museum

“(e)merge” – Catalogue - Coimbra’s Water Museum

**2006**

“1755 Cemetery of Hope” – Lisbon’s Mãe de Água.

“Manifest 24” – Angel Orensanz Foundation – New York – USA

**2005**

“Guide for the Portuguese Architecture” –Blau Publishing House- Lisbon

**2002**

“Contemporaneous Portuguese Architecture” –ASA Editions- Lisbon

**2001**

“Stategic Landscapes” – Catalogue – Paris

**1999**

“João Santa Rita Monograph” – Estar Publishing House- Lisbon

“Objects + Architectures” – Catalogue – Estar Publishing House- Lisbon

“A Guide to Recent Architectural Lisbon” – Ellipsis - London – United Kingdom

**1998**

“Sintra’s Triennial of Architecturede Arquitectura” – Catalogue

**1996**

“Identitá e Differenze” - XIX Triennial of Architecture of Milan Catalogue – Milan

“Portugal of Sea, Stone and Cities” - XIX Triennial of Architecture of Milan Catalogue – Cultural Secretariat of State – Lisbon

**1995**

“Trends of International Architecture” – 581 World Architects –Toto Publishing House – Japan

Published technical and opinion articles

“Today I woke up with this photo” - DP 12 March 2009

“Naked force” - DP 11 February 2009

“The cauliflower theory and other strange landscapes” - DP 10 January 2009

“In it's perfect mind“ - DP 9 December 2008

“The Word: What’s, whys and others of photography and art it self... “ - DP 8 November 2008

“Under the light“ - Digital Photographer April 2008

“Etra art“ - Positiva 9

“The other world“ - Positiva 8

“Up side down with photography“ - Positiva 7

“Printing step by step“ - Fotodigital December 2008

“Printing what and how?“ - Fotodigital September 2008

“The originals: Photograph and digitalize“ - Fotodigital July 2007

“Printing Fine Art II“ - Fotodigital November 2007

“Printing Fine Art“ - Fotodigital May 2007

“Content and Fine Art“ - Fotodigital April 2007

“Decoding art photography“ - Fotodigital March 2007

“Photographers and photographic art“ - Fotodigital February 2007  
 “Photography“ - Fotodigital December 2006  
 “Twilight Zone, fine art and cell phones“ - Fotodigital November 2004  
 “The Form and the Light“ - Fotodigital September 2004  
 “Vacations, Bodies and Photos“ -Fotodigital July 2004  
 “The creative process“ - Fotodigital June 2004  
 “A bed on the street“ - Fotodigital May 2004  
 “A record of voluptuousness“- Fotodigital April 2004  
 “Photographing pregnancy“- Fotodigital March 2004  
 “Todo sobre la fotografía de desnudo“ - Super Fotoprática Spain March 2004  
 “The nude“- Super Fotoprática Portugal January 2004

### Some Clients the he worked with

#### **Architecture / Decoration / Real Estate**

Orient's Platform, Santa Rita Architects, Ártica Architects, Architects Association, Arquitectamus, Arte e Tons Architects, New-OF Architects, Architect Vassalo Rosa, Architect Teixeira Guerra, Architect Helder Carita, Maria José Salavisa, António Alijó, Figueras Construction, CGC oeuvres surveillance, Saviotti & Esaguy, Consultan Real Estate, Franlusa Real Estate, Alto de Cascais, Estoril Real, Varandas de Paço de Arcos, Residências Monte Estoril, Parque das Sedas Real Estate, Twin Towers Real Estate, Parque das Conchas Real Estate, Infante Sagres, Green Park, Tivoli Forum, Casa da Guia House Center, Estoril Verde Mar Real Estate, Varandas do Tejo Real Estate, Alta de Lisboa Real Estate.

#### **Art**

Angel Orensanz Foudation New York, Colares Gallery, Coimbra Water Museum, Lisbon Water Museum, Sacramento Gallery, 9arte Gallery, Arcada Gallery, Fragmentos Gallery, Artimanha, Loja da Calçada, Quem Jewellers, Filipe Caracol- jeweller, Pedro Abrunhosa-singer, Rui de Luna-Lyric singer, Joana Pessoa- fado singer, Maria de Lurdes Melo-poet.

Artists: Francisco Simões, Julio Resende, Manuela Pinheiro, Diogo Navarro de Castro, João Murillo, Teresa Dias Coelho, José Chambel, António Alijó, Márcia Brominsky, Manuel Carmo, among others.

#### **Institutional**

Parque Expo 98, Superior Technical Institute, Ministry of Agriculture, IEFPP, IAPMEI, CIDEF, Santa Casa da Misericórdia, Cascais Town Hall, Portuguese Institute of Quality, Coimbra Water Museum, National Council for Quality, José Luís Judas-elections image 97, IADE, APOREME, EPAL, Konica Minolta, Hewlett-Packard, Lyons Club.

#### **Editorial and publications**

Publimax New York, Casa Vogue Spain Magazine, Pasages Spain Magazine, Arquitectura Ibérica Magazine, Architecti Magazine, Architecture and Decoration Yearbook, EPAL Editions, ACD Editors, ESTAR Editors, Architects Assotiation Journal, Imobiliária Magazine, Arquitectura e Vida Magazine, Arte e Construção Magazine, Casa Claudia Magazine, Casa & Decoração Magazine, Casa e Jardim Magazine, Casa e Campo Magazine, Casa Arquitectura e Construção Magazine, Air Luxor Magazine, Air Atlantis in-flight Magazine, Aeroregional Magazine, Views Air Luxor, Viajar Magazine, D. Pedro Hotels Magazine, Portugal, Turismo e Actualidades Magazine, Vip Magazine, Ego Magazine, Gentleman Magazine, Inspirações Magazine, Nova Gente Magazine, Maria Magazine, Mulher Moderna Magazine, Correio da

Manhã Magazine, Olá-Semanário, Êxito, Cérebro, Vida Informática, Diana Magazine, Arte & Ideias Magazine, Bricolage & Decoração Magazine, Bebê d'Hoje Magazine, O Crime, Diabo.  
 Newsletters: QualiMais-IPQ, Workout- Jerónimo Martins Group, Luso-Moçambicana Chamber Magazine, Grupo Consultan, Konica Minolta, Carlsberg.

### **Agencies / Publicity Campaigns**

Chama Agency, McCann Erickson Agency, BBDO Agency, Massa Cinzenta Agency, Markimage Agency, Jotaeme Agency, Cinevoz Agency, Grafe Agency, Virtus Agency, Far Agency, Ponto e Vírgula Agency, Notiforma Agency, Mitsubishi Electric, Legrand, Tupperware, Hewlett-Packard, Mobil, Estoril Casino, National Lottery, Europcar rent-a-car, Jerónimo Martins Group, Hertz rent-a-car, Auro Thrifty rent-a-car, Thalgo, Quinta Patino, Polygram, Valentim de Carvalho Television, M. e M. recording editor, TMN, Nestlé, Molaflex, Docapesca, Inforpescas, Salexpor, Sodarca-Browning, Makro, Aro, Eurorest, DIA%, supermarkets Cavalinho, Catermar, Portugal General List, Inforsistema, MercaBolsa, Montes Alentejanos Assotiation, Transtejo, Heliportugal, Rodoviária Nacional Tours, Mélia Viagens, D Pedro Hotels, Hotel Parque Eduardo VII, Grande Hotel Costa da Caparica, Brechal Marbles, Pelteci, A M Varela, Dache Modas, Sadomar, Loucuras Bar, Vasco da Gama Aquarium, Condor de Vilamoura Boat, Pifertubos, Cedrinca Chocolats, HomCare, Tekas Hairdressing /KMS Haircare, Maxfac- cosmetic surgery clinic, OAT/João Rolo/ Fatos Segmen Miss Turkey, Practical Internet, "What Ever Net" Informatics, Palha & Rosner decoration, "Centriforma" Teatching, restaurants: Zutzu, Monumental, Twister, Bacalhau de Molho, Céu da Boca, Sansão e Dalila, Amor aos Pedacos

Previously with names in the Portuguese painting, Novaes are the most important and recognized family of photographers in the history of Portuguese photography of the nineteenth and twentieth centuries, starting their activity before 1874.

Covering the XIX and XX centuries, their activity was determinant and preponderant in Monarchy, the Republican rise, Estado Novo and special in the photographic and artistic innovation.

The Novaes family assets are present in numerous editions of the XIX, XX and XXI centuries and it can be found in private collections, Calouste Gulbenkian, Ajuda National Palace, Folk Art Museum, The Portuguese Photography Center, Photographic Archive of Lisbon's City Hall, Historical-Military Archive, Military Academy Library in Lisbon, National Photographic Archives, Electricity Museum/ EDP Foundation, Ducal Palace of Vila Viçosa, many Portuguese royal palaces and numerous Portuguese state agencies.

Here are just a few scant references from their history, as well as kinship with João de Castro, their direct descendant and the only photographer in the family in activity.

Kurt Pinto (1887-1959) – JC's great-grandfather

- Official Photographer of the construction of Central Tejo today's Electricity Museum.
- Photographer of the Portuguese World exhibition (1940)
- Recurring photographer of the Portuguese dictatorship (Estado Novo).
- Editor and photographer of numerous publications of the nineteenth and twentieth centuries.

Lucilia Amelia Novaes (1896-1961) –JC's great-grandmother

- One of the first Portuguese women photographer and portraitists.

Mário Novaes (1899-1967) –JC's Uncle great-grandfather

- He is responsible for production of the most important photographic coverage of cultural and artistic events in Portugal and abroad. Part of the group of artists selected for the preparation of the photographic albums: Portugal 1934 and Portugal 1940. Participates in the exhibitions:
- Paris International (1937)
- New York International (1939)
- Exhibition of the Portuguese World (1940)
- Portuguese Art in London (1955)
- Core element of the poet Fernando Pessoa's social gathering and the Orpheu, being onre of the modernists artist of the time.

Horácio Novais (1910 - 1988) –JC's uncle great -grandfather

- A pioneer of photojournalism, he develops his long career specializing in documentary, architecture and urban landscape photography themes. Part of the group of artists selected for the preparation of the photographic albums: Portugal 1934 and Portugal 1940. Author of the luxury album Primitive Portuguese (1940). Participates in the exhibitions:
- Paris International (1937)
- New York International (1939)
- S. Francisco International (1939)
- Exhibition of the Portuguese World (1940)

Júlio Novais (1867-1925) –JC's great-great grandfather

Renowned portraitist of the late nineteenth and early twentieth century.

António Novaes (1855-1940) –JC's uncle great-great grandfather

- Official Photographer of the last reigning Portuguese Royal House.
- Photographer of numerous publications in the nineteenth and twentieth centuries.
- Portrayed by the painter José Malhoa in 1901, his personal friend and colleague as painters, being historically who introduced the fado singer Amâncio to Malhoa, for the painting "O Fado".