



district 1250

(PRESS RELEASE)

MARCH 2026

District 1250 Curated Workspaces is a flagship workspace store with design-driven consultancy based in Amoreiras, Lisbon, and the new face of a family company founded in 1965. Created by the third generation of J.J. Silva & Irmão, Ltd., District 1250 transforms the traditional “nine to five” into a more comfortable, focused and human experience through curated workspaces. Anchored in the 1250 postcode, the store combines almost six decades of expertise in office furniture with a contemporary approach to interior design, working closely with corporate clients, architects, creative designers and public institutions to create work environments where design and everyday life meet.

**ABOUT DISTRICT 1250
CURATED WORKSPACES**

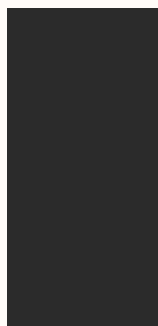
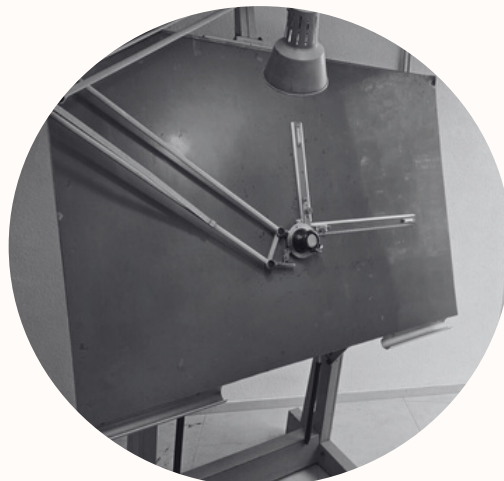
District 1250 Curated Workspaces is a flagship workspace store with design-driven consultancy in Amoreiras, Lisbon, representing the evolution of J.J. Silva & Irmão, Ltd., a company with almost 60 years of experience in office furniture. Founded in 1965 by two twin brothers, the company built its reputation supplying desks, chairs and technical drawing equipment to architects, engineers, public institutions and private companies throughout Portugal.

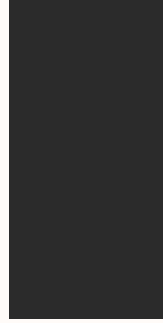
Today, as the business transitions to its third generation under the leadership of the founders' grandson, District 1250 marks a deliberate repositioning: from a traditional multi-brand furniture supplier to a focused flagship store built around a mono-brand, offering design-led support for curated workspaces.

The name references the 1250 postcode of the Amoreiras district

location, a central Lisbon business district known for its office towers and contemporary professional life. The store's compact, exceptionally well-located showroom has been reimagined as a series of complete work environments where clients, corporate decision-makers, architects and public procurement teams can sit, adjust and experience how thoughtful design impacts the everyday nine-to-five.

District 1250's core philosophy centres on a mono-brand approach: rather than offering a fragmented catalogue of competing manufacturers, the studio focuses on depth with a single design philosophy. This allows for clearer storytelling, stronger product expertise, and more coherent workspace solutions that genuinely improve posture, focus, collaboration, and well-being throughout the working day.





COMPANY BACKGROUND

J.J. Silva & Irmão, Ltd.

Founded: 14th August 1965.

Founders: José Jacinto and João José Pereira da Silva (Two twin brothers).

Original focus: Office furniture and technical drawing equipment for professional users.

Key clients: Architects, engineers, design studios, public institutions, corporate offices, SMEs and MNCs.

Headquarters: Rua Silva Carvalho, N. ° 232 B, 1250-259 Lisbon, Portugal.

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HISTORICAL EVOLUTION **AND** GENERATIONAL TRANSITION through curated workspaces

From the 1960s through the early 1980s, J.J. Silva & Irmão, Ltd., supplied what offices fundamentally needed at the time: robust desks for typewriters and drafting tables, storage for large volumes of paper, and technical furniture for drawing and documentation. Most work was analogue and physical; space was organised around files, plans and machines, and furniture demand focused on large work surfaces, pedestals and archive cabinets.

In the 1980s and 1990s, the arrival of personal computers and IT systems reshaped workspaces. Desks and layouts were redesigned around screens, cables and digital equipment, while the need for large filing areas declined, especially in creative and knowledge-based studios. For J.J. Silva & Irmão, Ltd., this meant a shift from supplying large volumes of standard furniture to creating more flexible, technology-ready workstations, focused on ergonomics and space efficiency. This evolution paved the way for District 1250's current vision: designing complete, technology-aware work environments that prioritise not only function but also everyday wellbeing, ensuring that posture, comfort, light and acoustics actively support the people who work there, rather than simply delivering individual pieces.

The founding twin brothers, now 90 years old, are handing over a lifetime's work to the third generation: their grandson, an architect with 26 years of experience in the field, at a moment that feels less like a simple succession and more like the opening of a new chapter in the same family story.

This transition coincides with a conscious decision to transform the business model: moving from a traditional multi-brand office furniture retailer to a contemporary flagship workspace store with design-driven consultancy, with a clear design identity under the new brand District 1250 Curated Workspaces, carrying forward the founders' legacy while reimagining what an office can be for the next generation of workers.

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OUR PHILOSOPHY

District 1250 operates on the principle that design directly impacts the everyday experience of work. A poorly designed workstation makes the day feel longer, the chair strains the back, the desk is too small, cables clutter the floor, and the lighting tires the eyes. A well-designed workspace does the opposite: the body relaxes, the desk supports real tasks, movement is easy, light is comfortable, and the environment quietly supports focus and collaboration.

Rather than offering dozens of brands and product references, District 1250 chooses focus: representing one coherent design philosophy allows the studio to go deeper into ergonomics, design, specification quality and client education.

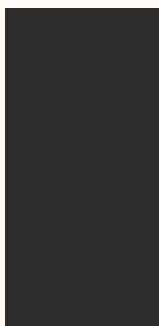
TARGET CLIENTS

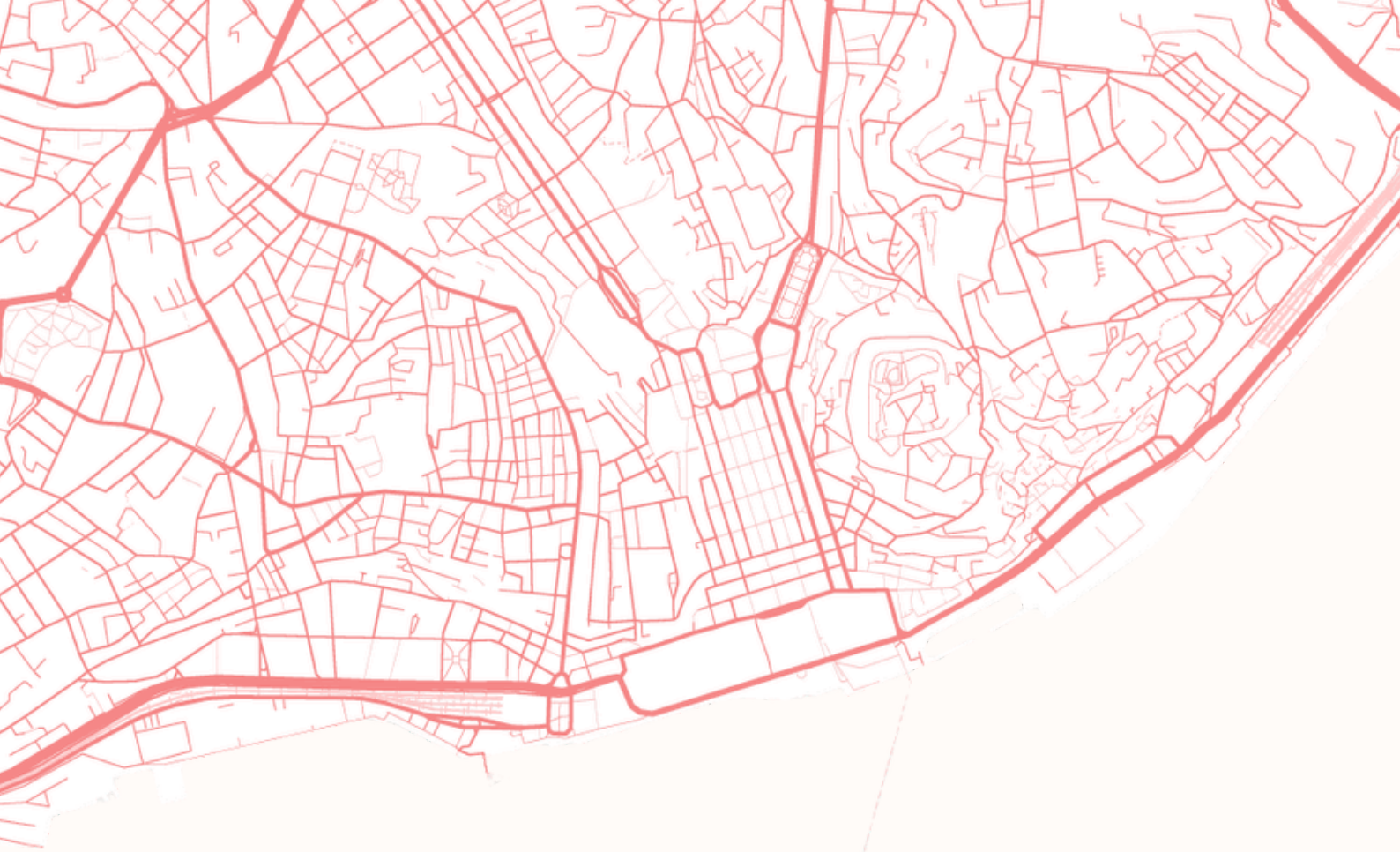
Corporate clients, from SMEs to multinational companies, seeking design-led office solutions and integrated contract projects for single or multi-site workplaces.

Architects and interior designers looking for a specialised workspace partner that can support them in contract furniture projects.

Public institutions tendering for high-quality office furniture and work environments, including turnkey and large-scale contract programmes.

Professionals establishing home offices or private studios, who benefit from the same contract-grade products and planning expertise.

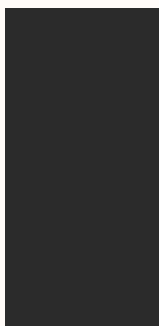




SHOWROOM CONCEPT AND LOCATION

The Amoreiras showroom is small in size but strategically located in the heart of one of Lisbon's most established business and retail districts, surrounded by office towers, banks, law firms, agencies and the Amoreiras Shopping Centre. This urban context means the space is visited daily by the same kind of people District 1250 designs for: professionals who live the nine-to-five, decision-makers from SMEs and multinational companies, and architects and interior designers working nearby.

The space is currently being reimagined and fitted out as a sequence of complete workspace settings rather than rows of isolated products. The vision is to create realistic fragments of executive offices, focused workstations, collaborative areas, and compact home-office setups, where visitors can sit, adjust, and experience how furniture, technology, and layout come together. When complete, the Amoreiras showroom will function less as a traditional shop and more as a live 'district' of curated work environments, right in the middle of 1250 Lisbon.



KEY MESSAGES

HERITAGE MEETS CONTEMPORARY DESIGN

"Built on 60 years of office furniture expertise, District 1250 Curated Workspaces represents the third generation's commitment to design-led work environments where every detail impacts the everyday experience."

FOCUSED, NOT FRAGMENTED

"We choose depth over breadth. By focusing on a mono-brand philosophy, we offer clarity, consistency and expertise, not a confusing catalogue of competing options."

AMOREIRAS DISTRICT ANCHORED

"District 1250 is named after our postcode in Amoreiras, a hub of professional work and contemporary urban life in Lisbon. We're part of the district we design for."



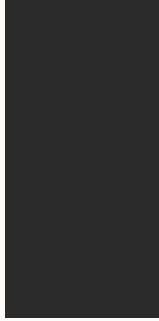
QUOTES

"My grandfather and his twin brother spent their careers inside other people's offices; they saw what worked and what didn't. As an architect with more than two decades of experience, District 1250 is my way of taking that shared expertise and turning it into something that genuinely improves how people feel at work, not just what their office looks like."

"We made a conscious choice not to be a multi-brand shop. When you focus on one design philosophy, you can go deeper. You understand the products better, you specify more precisely, and clients get a clearer, more coherent result."

"The nine-to-five doesn't have to be dull. With the right workspace, ergonomic seating, proper desk height, good acoustics, and natural light, the day feels different. That's what we're here to create."

Sérgio Pereira da Silva,
Third Generation,
J.J. Silva & Irmão, Ltd.



VISUAL IDENTITY

The district 1250 Curated Workspaces logo is a clean, typographic wordmark built on geometric sans-serif letterforms. The design emphasises clarity and hierarchy. A subtle red accent dot punctuates the composition, adding visual interest and warmth to the otherwise monochromatic palette.

WORKSPACE CONSULTATION

District 1250 offers a workspace consultation service: clients share measurements, photos and basic information about how their team works, and we develop a tailored layout with product recommendations and a budget estimate. This service bridges the gap between simply browsing furniture and commissioning a full interior design project, giving companies a coherent, architect-led solution for their workspace.



SPECIFICATION SUPPORT FOR ARCHITECTS AND INTERIOR DESIGNERS

Architects and interior designers working on commercial or institutional projects receive technical support, including detailed product specifications, AutoCAD blocks and 3D models, material samples and finish options, lead time and delivery coordination and installation guidance.



PUBLIC TENDER RESPONSE

District 1250 has experience responding to public procurement tenders for office furniture. The studio prepares technically robust proposals that address ergonomic standards, sustainability criteria, and long-term value, as well as common requirements in government and institutional tenders.



CORPORATE PROJECTS

For corporate clients, District 1250 combines workspace analysis (how teams work, how long they sit, what tasks they perform) with product selection and layout design. The result is a complete office environment tailored to the company's workflow, brand identity and budget, with a clear focus on wellbeing through ergonomics, acoustics and access to natural light, helping companies align their workplaces with ESG and environmental goals.

SERVICES PROVIDED

FREQUENTLY ASKED QUESTIONS - FREQUENTLY ASKED QUESTIONS

WHAT IS DISTRICT 1250 CURATED WORKSPACES?

It is a design-focused, mono-brand flagship workspace store with design-driven consultancy in Amoreiras, Lisbon, dedicated to creating complete work environments for corporate clients, architects and public institutions. It focuses on ergonomics, design quality and everyday work experience, integrating planning, product selection and layout so that workplaces support people as well as performance, with a strong commitment to sustainable, long-lasting solutions.

WHY "DISTRICT 1250" CURATED WORKSPACES?

1250 is the postcode of Amoreiras in Lisbon, the historic business and retail district where our showroom is located. Amoreiras grew around some of the city's first modern office towers and the Amoreiras Shopping Centre, and today it concentrates corporate headquarters, law firms, consultancies and creative agencies. The area sits at the crossroads of several central neighbourhoods and key road axes, making it highly accessible for professionals moving between meetings across the city.

By choosing "District 1250" as a name, we anchor the brand to this specific postcode and to the contemporary work culture it represents: dense, connected, urban and oriented towards knowledge-based work.

WHAT DOES "MONO-BRAND" MEAN?

Rather than offering furniture from dozens of manufacturers, we focus on representing a single primary brand philosophy. This allows us to go deeper: better product knowledge, clearer specification support, more coherent workspace solutions and no confusing mix of competing options.

WHO ARE YOUR TYPICAL CLIENTS?

We work primarily with three client types: corporate clients seeking design-led office solutions, architects and interior designers specifying workspace projects, and public institutions tendering for office furniture where quality and ergonomics matter.

CAN INDIVIDUALS VISIT THE STORE?

Yes. While our primary focus is corporate, architecture and institutional clients, individuals establishing home offices or private studios are welcome to visit by appointment.

DO YOU ONLY SERVE LISBON?

Our showroom is in Lisbon, but we work on projects throughout Portugal. For larger corporate or institutional projects, we coordinate delivery, installation and after-sales support nationwide.

HOW IS DISTRICT 1250 RELATED TO J.J. SILVA & IRMÃO, LTD?

District 1250 Curated Workspaces is the new brand identity for J.J. Silva & Irmão, Ltd., a flagship workspace store with a design-driven consultancy division. JJ Silva & Irmão, founded in 1965, is the legal entity and historical foundation; District 1250 represents the third generation's vision for the future.



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