



Project rede 1/4, from NOVA University Lisbon, with the creativity and technology of Link101

The rede 1/4 (www.redeumquarto.pt) is a project by NOVA University Lisbon aimed at connecting people who have rooms available with those who need them to live and study, creating a solution that benefits both students and hosts.

This initiative promotes the availability of rooms at affordable rent or under a commodatum agreement, through a digital platform developed by the digital agency Link101.

Link101 was also responsible for the branding, strategy, and communication campaign for the project, as well as the setup and management of the social media channels.

João Seixas, Vice-Rector of NOVA University Lisbon, highlights Link101's work, stating: "We are very pleased with the platform and the management interface, which is truly user-friendly, as well as with the dedication and speed with which we see all issues being resolved."

The rede 1/4 platform was officially launched last Thursday, May 29, 2025, at an event held at the NOVA School of Law.

More than just a technological solution, rede 1/4 represents a project with strong social impact, supported by a network of partnerships that includes municipalities, parish councils, social organizations, foundations, and companies, among which are: Lisbon City Council, Oeiras City Council, Cascais City Council, Santa Casa da Misericórdia de Lisboa, AGEAS Foundation, Santander Portugal, IKEA, and Vieira de Almeida.

According to André Abreu, Technology Director at Link101: “The rede 1/4 website was developed with the clear goal of offering an accessible and intuitive digital experience for those seeking solidarity-based housing solutions. We invested in a modern architecture, optimized for mobile devices and with simplified navigation, to ensure that anyone, regardless of their digital literacy, can easily use the platform. We are proud to contribute to a project with such significant social and human impact.”

Project links:

redeumquarto.pt

instagram.com/redeumquarto

facebook.com/redeumquarto

Available for use:

Attached to the Press Release

- rede 1/4 logo – 2 variations
- Platform images – 3 screenshots
- Link101 logo



About Link101

Link101 is a digital agency with over 20 years of experience, defined by its omnichannel creativity and cutting-edge technology – a unique approach to transforming forward-thinking brands.

With the aim of creating relevant, impactful, and memorable experiences, we work in an integrated way, combining strategic approaches, user-centered design, and technology.

Link101 was born from the 2022 acquisition, by the Link Group, of the digital agency dJomba – a benchmark in the Portuguese digital market for its creativity, bold approach, and innovative work with brands from various sectors.

With integration into the Link Group, we have expanded our capabilities and resources, while maintaining the creative spirit that made dJomba recognized – now combined with the solidity and structure of a group with national and international presence.

Website:

link101.pt

Social Media:

linkedin.com/showcase/link101

youtube.com/channel/link101pt

instagram.com/link101.pt

facebook.com/link101.pt

Press Contact:

Pedro Vieira

pedro.vieira@link101.pt

+351 964 413 048