

To whom it may concern,

I am an architect graduated at the University of São Paulo, Brazil, and I am motivated to start a Master in Business for Architecture and Design at the IE School.

I have chosen to apply to the Master program at the IE School of Architecture & Design not only because it is an institution internationally renowned for its excellence, consistently configuring among the top European universities, but also because it offers a unique program that focuses on business for architects with a proposal to rethink and alter the status quo of the architecture industry. Furthermore, opportunities such as partaking in activities of the Center for Sustainable Cities while sharing and getting to learn new concepts and ideas is of particular interest for me as studying the theme of sustainable architecture solutions has been a major interest of mine throughout my academic and professional trajectory.

My interest for environmental matters was deepened upon working at Andrade Morettin Arquitetos, a Brazilian studio renowned for its excellence and commitment to sustainability, which then motivated me to pursue further knowledge in how to integrate sustainability, technology and architecture in order to create solutions that minimize the impact of society in the environment. Those experiences inspired my bachelor thesis; a social housing project for the low-income riverside population of the Amazon; the project aims to solve the lack of housing in impoverished communities, an entrenched problem within the Brazilian society, whilst also taking into account social-economic, environmental and cultural particularities of the region. The thesis has been awarded prizes both nationally and internationally for its quality and commitment to sustainability.

My interests and network have also been broadened through international experiences such as studying at the Karlsruhe Institute of Technology or working abroad in a German company (Weindel Architekten) and a Dutch architecture studio located in Brazil (KAAN Architecten). There is no question in the importance that diversity, both in ideas and culture, has in providing new ways of thinking and generating ground breaking solutions. I believe that as a student of IE School I would be able to contribute to this pool of ideas while also learning from it.

By the end of the course, I expect to be able to merge my architecture and, recently developed, managerial and entrepreneurial expertise in order to design architectural solutions in an innovative, strategic and holistic manner. The project to be developed at the Venture Lab should provide me with a hands-on experience on how to successfully and efficiently plan, execute and market a business project, all whilst having the chance to expose my business idea for potential investors. Lastly, coordinating teams and working in groups are also abilities that will be strengthened in my day to day at IE School.

Going forward, I am eager to apply the tools and knowledge I have acquired throughout the master program to create an architecture business geared towards providing creative environmental solutions, through technology, in order to tackle the challenges created by rampant urban growth and waste. Furthermore, I believe the Brazilian architecture and Real Estate market is yet in its very early stages of development and has room for improvement through a more efficient and organized managerial conduct. I would strive for having my company as a pioneer and a benchmark in terms of management, problem solving and commitment to ESG matters within the Brazilian architectural market.

Thank you for the opportunity, I look forward to hearing from you.

Kind regards,