

My love letter with design.

Why MSID?

I've always been exceedingly curious. I remember, as a little kid, I would disassemble toys and electronics (to the dismay of my parents) because I had an urge to figure out how they worked. Especially anything that worked with electricity. I did get a little-bit electrocuted a couple of times.

There is something about figuring out how things work that I find worth entertaining. Similar to solving a riddle, with the added component of understanding things beyond what you see at first glance.

There's a lot of observation required in understanding things at a deeper level. For me observing is not the same as seeing. Observation requires viewing things in an analytical manner.

Every time I enter a store, building, or house, I start analyzing the space I'm presented with. From material choices, to design details, I'm always trying to figure out how they were built, to work a certain way, produce a certain effect, or trigger an emotional response for the people that visit said space. One of the first things I do is look up, check the lighting. There's something about light and how it can define a space (for better or worse) that I've always been passionate about.

My curiosity and my ability to observe, and to observe through drawing, have given me the tools to learn from everyday circumstances. It's one of the reasons I love to travel, as you get to learn so much just from closely looking at how designs are resolved differently in different parts of the world. From airports, train stations, museums, retail stores, hotel lobbies, elevators, transportation systems, urban spaces, to objects, signage, and use of technology, every new place I visit is a field of opportunities to learn, as I believe there's no better way to understand design than by experiencing it.

In that regard, I find beauty in design not only through the aesthetic pleasure an elegant solution can convey but more importantly in how design has a direct effect on people and how good design can effectively change lives for the better. I truly feel design reaches every aspect of human life as it's a discipline that covers all scales of human interaction. It goes from the precision of a small object, through the configuration of the built environment that determines how we live, to the complexity of whole cities or metropolises.

After studying architecture, I know I'm a designer at heart and would love to explore design even further in a forward-thinking and technologically advanced campus as the Master in Strategic Interior Design offers.