

To whom It May Concern,

I'm an architect graduated from Universidade Presbiteriana Mackenzie, São Paulo, Brazil, and interested in starting a Master in Business for Architecture and Design at the IE School.

The originality of the theme, which brings together the areas of architecture and business, caught my attention.

During college, I always sought to expand my horizons and better understand subjects related to, but other than architecture, especially topics related to innovation. By participating in a workshop in partnership between the Faculty of Architecture and Urbanism and Design Mackenzie and the University of Delft in the Netherlands. I got in contact with the idea of "Design Thinking " in urban planning, which aroused greater curiosity in the subject. Soon after, I looked for an internship at an innovation consultancy where I could replicate the concepts learned in practice. This experience showed me a new vision on how to direct creative processes following an action script.

At the same time, I started investigating constructions with unusual structures and their conception and assembly processes. In the "AA visiting school São Paulo" course, I built with a team a full-scale model of a bamboo structure designed and modeled with the help of parametric software.

During the pandemic, I was selected to participate in the "RCR Photography Summer Workshop 2020". In it, I was able to get in contact with people from different countries and develop a broad view of architecture from the perspective of photography, constituting a unique opportunity in my training.

Adding all these experiences and interests, I developed my bachelor thesis, which was awarded by the Archdaily Brasil website in 2022. In this work I approached the scaffolding system, illustrating the possibilities of use by proposing 03 project scales with different complexities (small, medium and large). In addition to exposing the possibility of adaptability to the terrain and interaction with other building materials. I also explored experimentation in the theoretical field, when designing spaces that have the ability to adapt to the time of the urban context.

My interests and networking were expanded through seasons abroad, in which I studied at the University of Castilla La-Mancha and worked in an architecture office in Toledo, Spain. Both experiences allowed me to analyze the particularities between the way of working and acting in architecture in both countries.

Contact with cultural diversity continues to be fundamental to provoke a clash of thoughts and generate innovative solutions. In this way, I believe I can contribute and learn, as an IE student, with ideas to build with others some future solutions.

At the end of this journey, I hope to be able to unite the two fields: architecture and innovation and bring them closer together. I believe that this action will help boost the construction market, which in Brazil still has difficulties in updating and coordinating processes.

Thank you for the attention.

Best Regards,