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To the Jury of Outstanding Architecture and Design Thesis Award's Contest,

If I had to quickly define my current purpose in a few words, I would say that it is the search for balance.

Since I was in college, I have perceived that there are many essential skills to practice architecture and we do not learn them at the university.

We study a lot of architectural theory, have different architectural design classes, but when we leave university, if we don't have some kind of professional experience in the area, we don't know where to go and what to do next.

To actually practice architecture, we need to know a little bit about everything: entrepreneurship, management, marketing, finance... and today, I seek this to complement my professional qualifications.

I currently work at a Real Estate Development and Construction firm, as a Real Estate Product Manager. I deal with new projects, researching needs and desires of target audiences, designing concepts for these new products, and making connections between the various sectors, companies and professionals involved, such as marketing, sales, partners and suppliers. There, I can see clearly the importance of being familiar with these different areas.

However, at the same time that I work and seek this qualification in the business area, I am also currently studying neuroscience applied to architecture, a science that aims to promote the well-being of users of the environment through architecture, based on studies of neuroscience and psychology.

At my work, my main goals are to create real estate products that promote well-being for their users (being truly concerned about good architecture and not just a good product), and bring a balance between the objectivity of real estate development and the humanity and creativity of architecture, to "soften" this area that often aims too much at profit and too little at people. My "secret dream" is to revolutionize the real estate market with this more human look and to have my own company with this differentiated vision.

I think a good way to summarize my goals would be to bring a more human look to real estate business through architecture, and bring an entrepreneurial and business look to the practice of architecture and design.

I believe that the MBArch will help me achieve these goals and make me learn from other cultures and experiences, which I believe is essential for learning and will certainly be very enriching for me.