

DESIGN IS A LIFESTYLE

My name is Roberto, I'm a Brazilian Graphic Designer with significant accomplishments. As a designer, I consider that my role goes beyond function and aesthetic qualities of the design pieces that I create.

More than a professional practice, design for me is a lifestyle, and I remember that was always like that, even when I didn't have any idea what design was.

Maybe I can try to explain this looking for my own family. My father, an engineer, belongs to a world of rules and exact sciences. As a counterpoint, my mother belongs to the aesthetics world. She did all kind of different courses, from painting to interior design and now she works as a tour guide, traveling around the world.

I remember that since I was very young, I wanted to draw just like my mother and my maternal grandfather. I wanted to belong to this clan of fantastic illustrators.

So, I used to draw in a restless way, using more colors, and more scribbles and with time in a more creative way, getting school educators thinking, after all, how could a 4-year-old boy draw a castle on a cloud when the teacher had asked him to describe his home?

I also remember that I use to play with my action figures different than my friends. Once they wanted to make He-man defeat Skeletor, I was more interested in replicating the catalog scenario and hang the spaceships at the ceiling.

Looking back at my childhood, I can see that was those experiences that shaped my creative process. For example, my starting point is always asking: how can I solve this problem? (dad's DNA talking). Followed by tons of sketches on paper (hi mom).

And yes, I love to start on paper. Independently of the job or technology involved. On paper, my ideas flow faster and better. The visual is not perfect as the computer, and this makes me work harder to have the right solution for the problem, than just some beautiful graphics.

I also can say that the design process was always fun for me. Don't matter if I'm in charge of the whole environmental design of a Hospital ITC, or if organizing my action figures on a shelf. I take both as a design challenge and I will do it with joy and commitment.

I'm sure that work with good people and good music can make me design better. And definitely, I don't believe in creative genius, but in hard work made with love and good humor.

Yours sincerely,



Roberto Muntoreanu