

# PURPOSE

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## EUROPE



### Interview with Paulo Goldstein

2013-03-28

**Paulo Goldstein, designer / artist / model maker, talks about work and life choices.**

**Graduated...** in MA Industrial Design from Central Saint Martins (London) 2012 and before that in Fine Arts from FAAP 2003 in Brazil.

**My education gave me as a result...** the tools and opportunities to challenge myself and the “things” around me.

**I live in...** London most of the time and sometimes in São Paulo.

**My profession is...** making things as a designer / artist / model maker.

**This profession taught me...** to ask question, to search for answers that might be unexpected and endure on the process.

**My advice for people thinking about this profession...** observe what happens around you, pay attention to details, patterns of behavior, develop your own rhythm of work and think while you are making.

**The most important tool for my work is...** accept mistakes, create problems and less sometimes is just less.

**Most of my daytime I spent on...** doing mundane things.

**Teamwork is for me...** a social experiment where depending on the ingredients might turn into something amazing or attempt of murder.

**What I like to do the most is...** finding myself in “the zone”, that moment when you realize that your brain synapses are putting the problem with a good solution and suddenly it all makes sense and you know what to do and you recognize that you are in a rare “creative moment”.

**My clients are...** not aware that I exist.

**Work is for me...** one side of the coin.

**The most difficult aspect of my work is...** that I'm extremely curious, which is good but sometimes it triggers my “makers obsession” of wanting to make things.

**Competition is for me...** a part of the business that I'm not a big fan, but sometimes is a necessary evil.

**I am inspired by...** human ingenuity, improvisation, workshop, sculpture, materials, rejected things, films...all sort of things that we are exposed in an everyday life.

**While I rest...** I just want to rest, but I keep thinking about the next thing to make.

**If I had more time...** I would keep wishing for more time.

## ADVERTISEMENT

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in culture...  
Their way to success

## MEDIA PATRONAGE



**First money I earned I have spent on...** McDonalds to survive a 3 hours traffic jam.

**If I wasn't who I am, I would...** be a dentist.

**I am proud of...** risking everything when I was 25.

**It's the most difficult to reconcile with...** yourself once you realize you made the wrong choice.

**When I think about the future...** I look back to my family and hope to have the same quality of life that they gave me.

**The closest challenge...** is to push myself out of my comfort zone.

**The biggest success...** was to work for Tim Burton in his stop-motion "Frankenweenie".

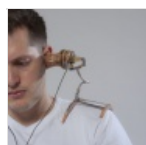
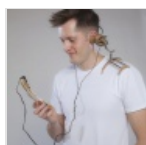
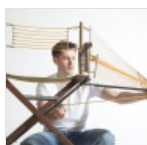
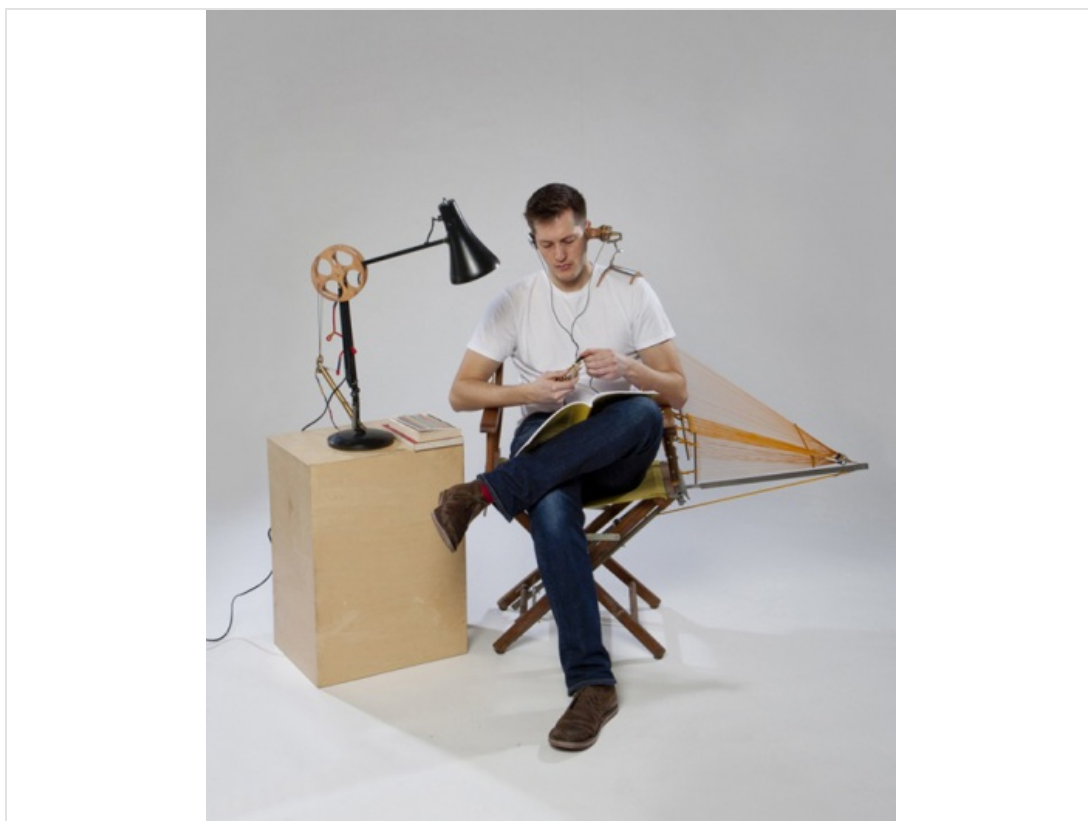
**The most important decision in my life...** was to leave everything behind in Brazil and try a new life in Europe.

**The biggest defeat in my life...** was painful as hell and I'm still learning from it.

**The most important words I ever heard...** "Is that all you can do?"

**My country means for me...** the richest culture I could ever imagine to be born at and where my family is.

**Connection in between culture and business is...** complicate.



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