

Padraic Fitzgerald

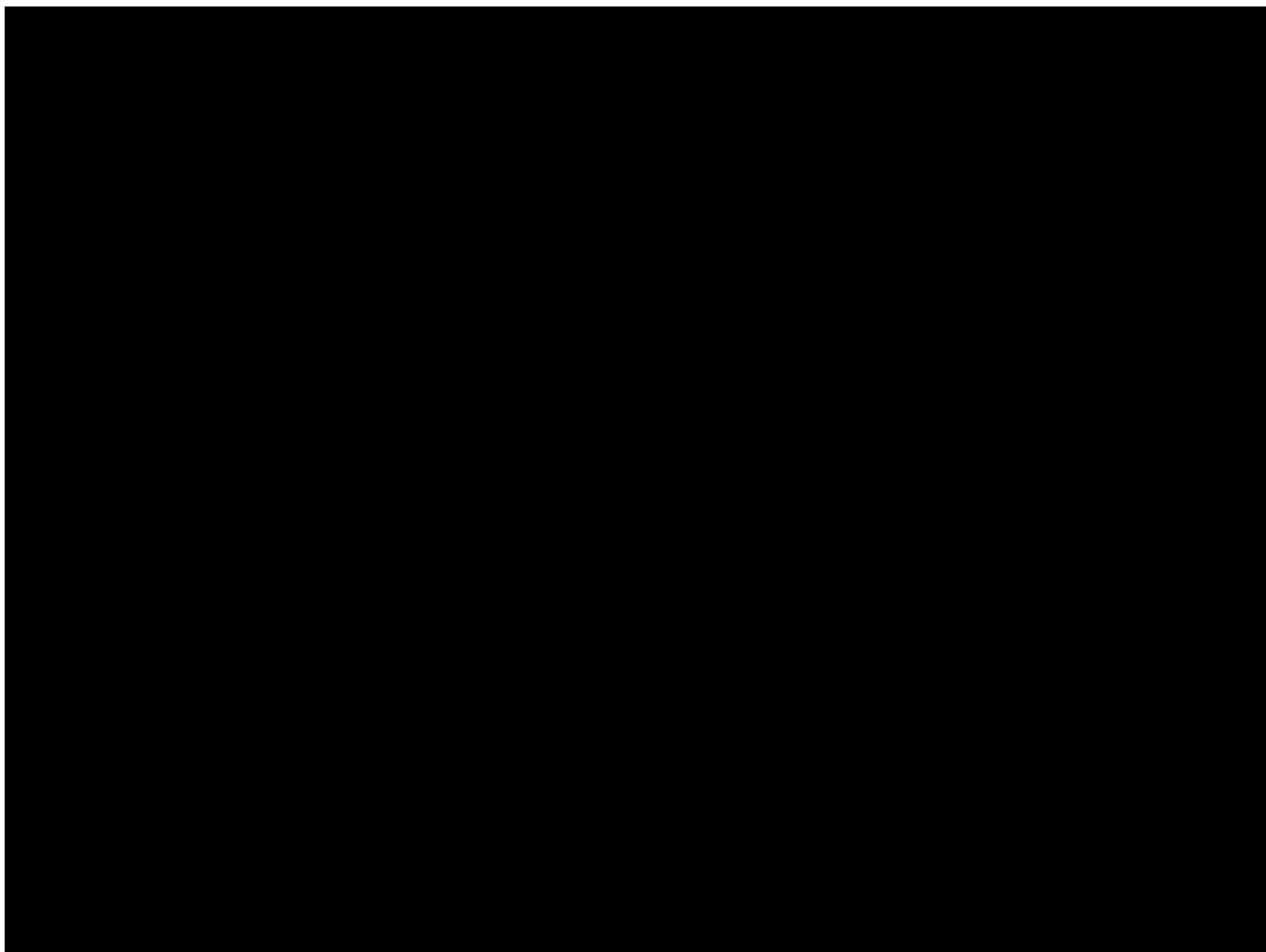
advertise your passion



FOCUS: Paulo Goldstein

Even solutions have consequences.

I recently came across **Paulo Goldstein's website** (<http://paulogoldstein.com/>), and his project, "**Repair is Beautiful.**"



Goldstein's methodology for this project: create a solution for the immediate problem, and react to the unintended consequences of that decision. Goldstein developed this methodology from ideas presented in **E.F. Schumacher's** book, "**Small is Beautiful: Economics as if People Mattered.**" Goldstein parallel's the fixing of broken personal objects with the fixing of the economic system. Without proper consideration for how the solution may affect other parts of the system, the result may be much more monstrous and cumbersome than originally imagined.

This project captured my attention. Most things I explore, learn, and move on from. With "Repair is Beautiful" I found myself repeatedly thinking about the project, returning to the website, and feeling like I had learned more each time I visited. I was enraptured.

What drew me back to these pieces? What made them different? What drove me to keep returning to the project and exploring it further?

Storytelling. To the casual viewer, the pieces in the collection are well crafted, visually interesting pieces. However, once the viewer begins exploring the project, they learn that these pieces are not beauty for the sake of being beautiful. In each piece you can see the layers of tension between each problem's solution, which collectively enable the object to become useful again. They are a visual story, a record, of frustrations and resolutions.

Paulo Goldstein's intentions were simple with **"Repair is Beautiful"** (repair broken objects), his methodology seemed simple (deal with the current problem), but his results describe a complex tale of problems and solutions that resolve in these well crafted, visually beautiful pieces. I greatly look forward to experiencing more of Paulo Goldstein's work in the future.

For more photos, videos, and information about Paulo Goldstein and *"Repair is Beautiful,"* check out www.paulogoldstein.com (<http://www.paulogoldstein.com/>).



Headphones, "Repair is Beautiful," Paulo Goldstein

About these ads (<http://wordpress.com/about-these-ads/>)

You May Like

- 1.



Posted in [Design](#) and tagged [E.F. Schumacher](#), [Industrial Design](#), [Paulo Goldstein](#), [Repair is Beautiful](#), [Small is Beautiful](#), [Storytelling](#), [Video](#) on [October 6, 2012](#) by [Padraic Fitzgerald](#). [2 Comments](#)

2 comments

1. [Arthur](#) says:
[October 9, 2012 at 2:34 PM](#)
Dear Padrick,

Thank you for the comments about my project, I can see that you got the point of my exploration on "Repair is Beautiful", the project is far from being over, if you want I can keep you posted on further developments on the concept and pieces.

All the Best

Paulo Goldstein

REPLY

2. [Arthur](#) says:
[May 15, 2013 at 10:26 AM](#)
Dear Padrick,

The Crafts Council in commissioned a short film about my work in case you are interested.



All the best,

Paulo Goldstein

REPLY

[BLOG AT WORDPRESS.COM](http://BLOG.AT.WORDPRESS.COM). [THE SUITS THEME](#).

Follow

Follow “Padraic Fitzgerald”

Build a website with WordPress.com