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Language: English

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Florianópolis

Santa Catarina - Brazil

- Graduated in Architecture and Urbanism at - FEDERAL UNIVERSITY OF PARANÁ, UFPr, Brazil. 1981
- Master in Architecture and Urbanism at - FEDERAL UNIVERSITY OF SANTA CATARINA, UFSC. Brazil. 2010

Academic activities

- Visiting Professor SCHOOL OF ARCHITECTURE / UNIVERSITY OF VIRGINIA - UVA - 1991/1992. Charlottesville / Virginia / U.S.A
- Professor of Architecture and Urbanism. FEDERAL UNIVERSITY OF SANTA CATARINA, UFSC, Brazil. 1983/1985 & 1994/1987. Florianopolis / SC.
- Professor of Design at the State University of Santa Catarina - Udesc / Ceart. Florianópolis / SC. 1982/2000. Florianópolis / SC.

Professional Policy

- President of the Institute of Architects of Brazil - Department of Santa Catarina - 2000/2001. Florianópolis / SC.
 - Council Member of the Superior Council of the Institute of Architects of Brazil - IAB / National Board - 2000/2011. Brasília / DF.
 - Council Member of the Federal Council of Engineering, Architecture and Agronomy - CONFEA - 2002/2004. Brasília DF.
 - Vice President of Planning of the National Board of the Brazilian Institute of Architects- IAB / National Board. - 2002/2003. Brasília DF.
 - Vice-President for the Southern Region of the Institute of Architects of Brazil National Board - IAB / DN - 2004/2005. National Headquarter
 - Council Member - Deputy (Miguel Alves Pereira) of the International Union of Architects - UIA - 2001/2002. Paris, France.
 - Council Member UIA - Berlin 2002. International Union of Architects - UIA - 2002/2008. Paris, França
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- Jury Member of the International Competition Ideas for the Arts & Plastic Museum Nam June Paik. 2003 - Seoul / South Korea.
 - Jury Member of the International Competition Projects of Pre-History Museum Gyeonggi-do Jeon Gok Pre-history Museum. 2006 - Seoul / South Korea.
 - Member of the Finance Committee - International Union of Architects - UIA - 2002/2008. Paris / France.
 - Member of Congresses and International Assemblies Committee of the International Union of Architects. 2002/2008. Paris/France.
 - Member of the Visions and New Strategies Committee of the International Union of Architects - UIA - 2002/2008. Paris/France.
 - Jury Member of the National Preliminary Design Competition for the International AirPort of Florianópolis by the Institute of Architects of Brazil - National. 2004. Brasília/DF.
 - Brazilian Representative at the World Forum for Sustainable Construction 2007 - Shanghai. April 2007. Shanghai / China.
 - Member of the UIA-UNESCO International Competitions Commission - ICC - International Union of Architects - UIA. 2006/2012. Paris/France.
 - Director of International Affairs of AsBEA - Brazilian Association of Architects Offices. 2004/2008. São Paulo - SP.
 - Jury Member of the International Competition of Project to the Beton Hala Waterfront Center. City Hall of Belgrade. 2011. Belgrade / Serbia.
 - Jury Member of the International Competition of Projects for the "New Building of the Center for the Promotion of Science. "Science and Technology Headquarter of Servia. 2012. Belgrade/Serbia.
 - Jury Member of National Competition for the National Headquarters Building of the Brazilian Administration Council. 2011. Florianópolis / SC.
 - Council Member of the Brazilian Council of Architecture and Urbanism - National Level - CAU/BR - representing Santa Catarina (Founding Team) - 2012/2014. Brasília DF.
 - Director of the Planning and Finance Commission of the National Board of CAU/BR. 2012/2014. Brasília DF.
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- Director of the International Relations Affairs Commission of the National Board of CAU/BR. 2014. Brasilia/DF.
 - Director of Fund Support Commission of the National Board of CAU/BR. 2012/2014. Brasília/DF.
 - Council Member UIA - Durban - International Union of Architects - UIA - 2014/2017. Paris, France.
 - Executive Member Organizing Committee - RIO 2020 of the XXVII World Congress of Architects - International Union of Architects - UIA. 2020. Rio de Janeiro / RJ.
 - Ombudsman National Level of CAU/BR. Elected by the Board. 2015/2020. Brasilia DF.
 - Vice President - Region III - Americas UIA - Seoul - International Union of Architects - UIA - 2017/2020. Paris, France.

Publicações, Palestras e Exposições

- Special Room Awarded at the 7th International Biennial of Architecture in São Paulo. VII BIENNIAL 2007. São Paulo/SP.
- Selected works for the XII International Biennial Architecture - Buenos Aires. XII BA09. 2009. Buenos Aires / Argentina.
- Publications in Specialized Magazines - Architecture & Urbanism and Lectures Inside and outside Brazil.

Solidarity Economy (Cooperativism)

- Founding Member of - Professional Urban Bank (Loan for Santa Catarina architects) - (Several functions performed the start up with U\$10.000 from U\$ 70 million in assets today) (Period among - 2006/2017). Florianópolis / SC.

Professional Practice

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- Projects in the following areas: Urban Project University City Pedra Branca e Buildings, Santo Antonio Urban Planning Project, Hospitals, Medical Laboratories, Diagnostic Clinics, Medical Centers, Banks, Shopping Malls, Shopping Centers, Residences, Corporate and Residential Buildings, Hotels, Sports Complex, University & Complexes Multi-campuses In 37 years of professional career. Offices headquarters - Brasilia, São Paulo & Florianopolis.

STATEMENT

Innovation as an Action

Often individuals and organizations tend to get stuck in the mode of talking and act about innovation and or trying to understand innovation. The only way to really know innovation is to do innovation, and learn from your mistakes along the way. In my opinion this is a good moment to do a purpose based in true innovation, an action-oriented to get out of the rhetoric trap to introduce in UIA more and more a new way to do things thinking different, thinking in almost two million architects around the globe this is the huge challenge of this century.

There are more than 40,000 books on innovation, and new ones coming out every day. Innovation is around us everywhere – in new technologies, new media, new business processes, new business models, new products and services, and so on. There are dozens of innovation rankings, including more stats than you probably care to know. The innovation habits, processes and outcomes from numerous leading companies are in the news constantly. Spend a week with your favorite business journal or newspaper (digital or print) trying to identify a story about innovation and I can almost guarantee you will find at least one.

In addition, studies and real-world examples abound demonstrating the positive business returns (hard and soft) that result from innovation – not that innovation doesn't have its fair share of failure but what's their nature? What's more, putting research and case studies aside, isn't it kind of obvious that the 21st century demands from innovation? With constant and rapid technological advancement in every industry, globalization of the workforce, the explosion of

information and data, and other big business trends, how can anyone honestly question the legitimate need for ongoing innovation?

I believe we can and should do better, so let's go to work, let's think differently, let's innovate ...
