

PORTFOLIO

NATHALIA PORTELLA

MULTIDISCIPLINARY
DESIGN PROJECTS

ABOUT

Multidisciplinary Designer graduated in Product Design at Federal University of Rio de Janeiro - Brazil and recently Master in Social Design at Die Angewandte Kunst Wien - Austria. Professional experience in Product and Graphic Design and other diverse fields. Interested in design research, user experience and communication.

 **nsportella@gmail.com**
 **+49 15 255 623 006**

CONTENT

1

BRUMA

Tent for sellers in a fixed spot at the beach

2

HANDY MADE

Alternative for smartphone reliance

3

LOST AND FOUND

Perspective on resources

4

SHARED WALKS

How can we walk with others?

5

VISUAL DESIGN

Communication and marketing

1 BRUMA

*Tent for sellers in a fixed spot
at the beach*

Urban furniture
2013

Pedro Flutt
Nathalia Portella

BRUMA



Bruma. *Nathalia Portella*, 3D Model

Bruma is a tent intended to sellers in a fixed spot at the beach in Rio de Janeiro. This project aimed at improving the working conditions and the technical qualities of the product. Focusing on urban furniture in Rio de Janeiro, the project required a deep research in different aspects, such as observation of the everyday life of sellers in order to understand the space dynamic and the relation between sellers and clients. The research also included interviews with sellers and the analysis of the legal requirements for the job and for the use of the tent. Besides the investigation on appropriate materials and industrial processes, the perception and understanding on real needs of tent's users was fundamental for the outcome of the product. "Bruma" became a product focused on usability and not only concerned about the appearance, as the actual tent.



Actual tent. *Sapo Viagens*
Sketches. *Nathalia Portella*
Bruma. *Nathalia Portella, 3D Model*

2 H A N D Y M A D E

Alternative for smartphone reliance

Multidisciplinary Design
2018

Asia Valencic
Dahyum Kim
Nathalia Portella



"Handy made" prototypes. *Asia Valencic*, 2018.

Handy made is a playful and conceptual proposal for self-reflection about the 'overuse' of smartphones in actual daily life. After a broad study about the philosophic and modern meaning of technology, the context of the project was converged toward the influence of the smartphone in the human behavior in modern society. Observation and analysis of human behavior related to the excessive use of smartphones in public space grounded the project development process. The concept was translated into prototypes, consisting of candles and soaps in the shape of a smartphone. Candles and soaps have the feature of melting, symbolizing the disappearance of mobile device addiction.

HANDY MADE



Prototypes production. *Nathalia Portella*, 2018
Observation practice. *Nathalia Portella*, 2018

HANDY MADE



Candle melting. *Nathalia Portella*, 2018

LOST AND FOUND

Perspective on resources

Multidisciplinary Design
2017

Klaus Kodydek
Maria Tsaneva
Nathalia Portella

LOST AND FOUND



The line. *Nathalia Portella*, 2017

Lost and Found was a site-specific project aiming at highlighting the resources and unique characteristics of the abandoned train station “Nordbahnhof” in Vienna. The on-site research revealed historical features and the force of nature around the place: the important train station in the past gave place to a neglected area taken by nature over the years. Talks with regular visitors of the area and various stories told by them indicated storytelling as the potential medium for the project. Considering that the “Nordbahnhof” area will be the site for new construction developments in the near future, the research also turned to the circular economy as a valuable possibility for sustainability and environment conservation.

The outcome was the “In-situs/Ex-situs” exhibition which, through a collection of stories, presented the current spontaneous and valuable use of the place (In-situs) and the introduction of reused construction material shops in Vienna as a material flow example for the future of “Nordbahnhof” (Ex-situs). As a complementary element of the exhibition, an on-site intervention was also designed: a line was made along the area marking the real limits of the new constructions.

LOST AND FOUND



Old train tracks at Nordbahnhof. *Aki Lee, 2017*

LOST AND FOUND



Used tiles. *Nathalia Portella*, 2017
"In-Situs, Ex-Situs" Exhibition, *Klaus Kodidek*, 2017

4 S H A R E D W A L K S

How can we walk with others?

Multidisciplinary Design
2018

Bernd Rohrauer
Eylem Ertürk
Nathalia Portella

SHARED WALKS



"Hand in hand" type of walk. *Nathalia Portella, 2018*

Shared Walks is an initiative for walking, promoting social encounters by movement through the city. It stimulates people to walk together through a variety of types of walks and creates possibilities for social and spatial interactions. Dealing with the question 'How can we walk with others?', the project brings together people from different backgrounds and opens a space for participation and exploration in the city.

Considering the background research on urban society fragmentation and the potential of walking as a ground for encounters, Shared Walks aims to open alternative spaces for low-threshold interaction and appropriation of public spaces through the practice of walking.

The specific goal of the project is to equalize the chances of participation considering the segregation within the urban context, focusing on the personal, social as well as the spatial dimension and reclaiming the urban experience through relations between people and places.

The audience hold an active researcher role along the project development, providing realistic and consistent feedback material and consequently improving every aspect of Shared Walks. The project adopts a participatory research inviting the participants to embrace an experimental activity led by perception to the self, the other and space.

SHARED WALKS



Deck of cards used on the practice of Shared Walks. *Nathalia Portella, 2018*
Feedback session at Wohnpartner event. *Nathalia Portella, 2018*

5

GRAPHIC DESIGN

Communication and marketing

Visual Communication
2014 - 2016

RPM Agency

GRAPHIC DESIGN

RPM is an Agency for Communication and Marketing located in Rio de Janeiro where I have worked for two years as a graphic designer. Within a broad variety of customers in RPM, I have directly dealt with clients and its demands. I have developed corporate design, visual communication and social media material for clients as well as for the Agency itself. Facing the Marketing area I have also experienced internal communication and branding.

GRAPHIC DESIGN



murtagoyanes

our firm

Murta Goyanes Advogados works in all fields of intellectual property law, always taking into account the specific needs of our clients and their own history, needs and expectations. Our team has more than 20 years of experience and we are committed to evaluating every case, and our work style yields the best results. We strive to deliver efficient and tailored services, always making our office available to all clients entrusting their intangible assets to our firm.

Our professionals are qualified and resourceful. We make an integrated team cohesive in concepts and practice. We are always ready to provide the best service, always ready for any situation, regardless of its complexity and scope.

Since its founding back in 2008, Murta Goyanes Advogados was engineered with the structure and professional capacity required to handle complex cases and disputes. All partners have international experience and, thanks to our worldwide business network, we render services in more than 130 countries.

We manage IP portfolios diligently and have always believed in the importance of taking care of our team of professionals so at the firm we act together as a single entity. We promote creativity and innovation as core values in our organization, having clients in the pharmaceutical, biotechnology, fashion, entertainment, and media.

In sum, we cultivate a chef's spirit. First and foremost, a chef is a driving force behind who invested time, vision, and energy who cocreates himself with his team with energy and passion. No matter how successful he is, a good chef never forgets his roots. He always checks if the kitchen is clean, adjusts, re-taste. He only leaves the kitchen to check if the salon service is delivering the best customer experience.

As our 10th anniversary is near, we come to the realization that we could not have been more precise in defining our commitment. Being acknowledged in the main ranking and most important by our clients is a great achievement that we can grow faithful to our original purpose and that we create solid foundations to keep evolving for the next decades.

1

our clients

Corporate presentation for a Law Company. *Nathalia Portella, 2016*

O MOPI

Mais do que informação, imaginação. Mais do que fórmulas, ideias. Mais do que estudar, aprender a pensar e a entender o mundo. Mais do que educar, o Mopi se dedica à formação plena de crianças e jovens e ao aproveitamento máximo do potencial de cada um.

No Mopi, seu filho descobre com prazer que o mundo cabe dentro da sala de aula.

Com base em valores como amizade, respeito, saber, integridade, inovação, excelência, trabalho e relacionamento, nossa missão é:

Incentivar na criança atitudes para que aprenda a transformar simples informações em conhecimento e estimula-la a construir e a usufruir de seu espaço no mundo de forma inteligente, criativa e sustentável.

"Mais do que estudar, aprender a pensar e a entender o mundo."

A HISTÓRIA

O ano: 1973. A meta: criar uma nova escola, diferente das tradicionais, inovadora, que associasse conhecimento com criatividade, aprender com pensar.

O eixo principal era a crença de que o mundo pode se transformar, melhorar a cada geração. Com isso em mente, Regina Celia dos Santos Canedo funda a Moderna Organização Pedagógica Infantil, o Mopi.

Sempre incentivada por seus pais, Octávio e Romilda Canedo, Regina recebe a chave do

imóvel para a criação de um novo modelo de escola, sonhado e idealizado por ela.

No época, eram apenas 56 alunos nas salas do Maternal e do Jardim. O tempo e a dedicação de toda a equipe contribuíram para o crescimento da escola.

Em 1990, o Mopi passou a oferecer também o ensino de 1º a 5º ano. Logo se tornou referência em educação de qualidade, na Tijuca e região. Mais alunos e famílias chegaram ao Mopi e, com elas, a necessidade de expansão do espaço físico da escola. Assim, ainda em 1990, surge o atual prédio do Mopi Infantil, com espaços amplos, salas climatizadas e todo o conforto.

Em 1998, um novo prédio foi adquirido e o ensino estendido até o Vestibular. Surge então o Grupo Mopi: Mopi Infantil (do Maternal ao 5º Ano) e Mopi Integrado (do 6º ao Vestibular).

Em 2009, o Mopi chega a Itanhangá, com turmas da Creche ao Ensino Fundamental. No ano seguinte, é inaugurado o Mopi Integrado II, na Tijuca, planejado em todos os detalhes para atender os jovens do Ensino Médio.

O ano de 2014 foi marcado pela abertura do segmento de Ensino Médio na unidade Itanhangá e pelo inauguração do novo prédio, com um projeto inovador e sustentável, totalmente alinhado à proposta pedagógica e ao padrão de excelência do Mopi. Ainda neste ano foi inaugurada na unidade Itanhangá uma arena multiuso, totalmente preparada para sediar os eventos esportivos, culturais e sociais do Mopi, com conforto e segurança.

Até hoje, mais de 10.000 crianças desfrutaram, sob nossa orientação, o sentido das palavras e, ao lado de suas famílias, conseguiram a definir o sentido de suas vidas.

"A meta: criar uma nova escola, diferente das tradicionais, inovadora"

1

3

EVITAR

- Manter um clima de cordialidade e respeito com a escola, equipe e outras famílias.
- Comentários e críticas depreciativas na frente da criança;
- Mudanças na rotina da criança durante o período de adaptação: retirada de objetos de transição como chupeta, fralda, mamadeira, paninhos etc;
- Ignorar ou subestimar os sentimentos da criança;
- Supervalorizar seus sentimentos, ou fomentar inseguranças;
- Despedidas intermináveis;
- Falar em "tempo" com a criança. Isso é muito abstrato. Ela ainda não tem noção do tempo. Ex.: "Deixe a uma hora venho buscar você..." ;
- Disputar a atenção da criança com a família;
- Atrasar a entrada e a saída;
- Usar de subterfúgios para retar-se e/ou assustar-se (desculpas, pretestos);
- Mostrar-se inseguro com o trabalho da escola e de nossos colaboradores.

Para assuntos que demandam uma conversa mais demorada, solicitamos entrar em contato com o núcleo Psicopedagógico para que seja agendado um encontro. Caso haja a necessidade de um breve recado para a professora, o Núcleo se coloca à disposição para repassá-lo.

HORÁRIOS

Para o pleno desenvolvimento do aluno, é importante observar sua assiduidade/pontualidade nas atividades pedagógicas oferecidas no Mopi. A consturação da rotina junto à turma é fundamental na evolução progressiva de sua autonomia. Desta forma, o aluno estabelece uma relação mais pessoal, sentindo-se seguro no ambiente escolar.

As faltas serão sinalizadas na agenda escolar para melhor organização e controle da família sobre a assiduidade de sua criança.

Persistindo os atrasos, a escola poderá solicitar a presença da família para juntos encontrarmos solução e evitarmos que esses atrasos continuem a acontecer, prejudicando o saudável desenvolvimento do aluno.

Considerando que toda a atenção do professor deva estar voltada para seu aluno no momento escolar, solicitamos que os responsáveis evitem permanecer em sala. Orientamos que, em caso de qualquer necessidade de contato com professores, o responsável busque o Núcleo Psicopedagógico que lhe atenderá com toda solicitude.

"A construção da rotina junto à turma é fundamental na evolução progressiva de sua autonomia."

10



Social media post for schools. *Nathalia Portella*, 2015-2016
Logos for special events at school. *Nathalia Portella*, 2015-2016

T H A N K Y O U

PORTFOLIO
NATHALIA PORTELLA
MULTIDISCIPLINARY DESIGN PROJECTS