

Professions

This is the story of a creative worker who needs to find a way to supplement his income. Ricardo* is an architect. Some years ago, he and his friend Marcelo* – with whom he studied – set up a studio. Recently, he found himself embedded in a fundamental inversion: in order to be able to pay the bills, he moved into the studio and rented his home via AirBnb. The perverse perfection of the inverted logic in his story revolves not only around the precarious condition of the creative worker, but also has a layer of bitter-sweet irony which contains a mix of the model 'work from home' and something of a self-gentrification attitude that reminds me of the horror movie '[Get Out](#)' (but then with life style). I found his gesture quite interesting and was curious to hear some of his considerations about his profession. This text was meant to be a conversation with him – but he never replied my email.

Left without the possibility of this conversation, I believe it still makes sense to write about the inversion in which he got himself involved – even if only through the incompleteness of my own perspective: the questions I intended to ask him. Hopefully you will consider them valuable for understanding the circumstances under which creatives currently have to live and work – as much as I do.

1. Do you identify yourself as an architect in your home's AirBnb ad?
2. Do you think that the profession of the owner can influence the image (and price) of the space being rented? (Would an architect's or designer's home be more 'sellable' than the one of, say, a doctor?)
3. Have you changed anything in your home in order to make it more attractive to potential clients? (If so, what?)
4. Have you changed anything in your home in order to preserve your privacy? (Just 'yes', 'no' or 'maybe' is enough.)
5. How would you describe your AirBnb clients? And your architecture clients? (By the way, would you call them all 'clients', in the first place?)
6. Do you consider yourself a professional or an amateur?
7. Do you think that your clients see you as a professional or as an amateur?
8. In which of the two businesses were you thinking when you replied?
9. Is money a necessary element in a work relationship? Can it be traded by emotional satisfaction? If so, on what exchange rate?
10. And in the opposite stream: can emotional satisfaction be substituted by money?
11. Does market competition play any role in this relationship between money and emotional satisfaction? (If so, which?)
12. How do you see the role of schools in approaching the exercise of a creative profession?
13. As I mentioned in my email, there is no budget available for this interview. But you can publish a promotional link to your business. Which one will it be?

*fictional names