

Biography - Sérgio Matos

More than function, Design has the power to houses history, memory and and affective bonds. This perception - lined with the essence of Brazilianness – That the Mato Grosso born designer Sérgio Matos supplies endorsed in the cultural cauldron with mestizo spice. The solid foundation of creation puts roots on regionality, on the identity that resists time and preserves ancestral techniques and knowledges. The handmade, with human hear, prints the labor of originality.

The formation of Product Design by Universidade Federal de Campina Grande (UFCG), in 2005, forged an imbricated affectivity with Nordeste land. The city of Paraíba is the home and professional address where develops products with peculiar signature. Especially, by the textile weft that ties traditions and they tie with pride records of folklore, of the clippings extracted from everyday life and of the pieces of landscapes that have been mined for travel. The culture wire is the essential raw material.

The trajectory – since the opening of the studio in 2010 - collects national and international awards and collaborates to strengthen the image of Brazilian design. It opens routes for the diffusion of knowledge, where the union of the design with the craftsmanship results in consultancies directed to the artisan communities. Each experience creates entrepreneurial opportunities and rescues individual and collective dreams. And yet, it strengthens belief in the inherited abilities of the ancestors and projects self-esteem, as fuel to enhance riches that are at the fingertips, in the palm of the hands.