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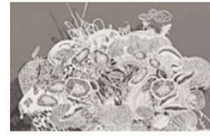
james tooze: 'a new perspective' table



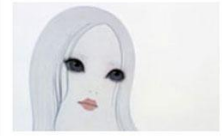
'nuit et jour' by alain sechas at maison hermes, tokyo ginza



wearable computers



bovey lee: paper cutout drawings



hideaki kawashima

e-magazines*



NewWebPick Issue 27

full version

free version



Issue 19



Issue 18



Issue 17



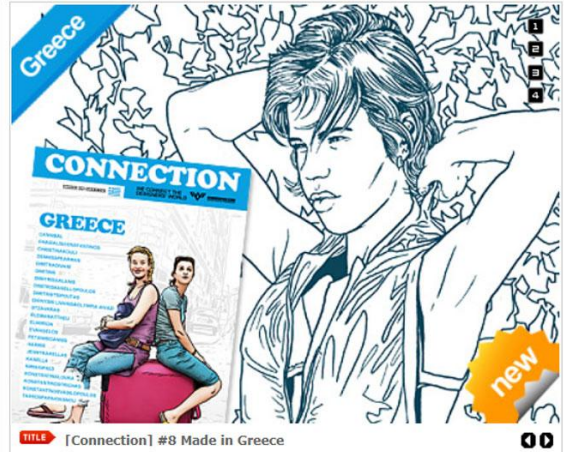
Issue 16



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Issue 14



The link is offline but the interview has been preserved as originally published at

http://pub.newwebpick.com/ezine/full/newwebpick_27_full_en



DESIGN FOR DESIGNERS

NEWWEBPICK

ISSUE 27

Alice from Wonderland

Alice from Wonderland

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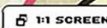
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Personal Profile

Name: Graciela Goncalves Da Silva
Sex: Female
Age: 26
Country/Origin: Argentina

Company/Job:

Title: Graphic Designer
Profession: 2D Artist
Website: www.animalitoland.com.ar
Personal Email: graciela.goncalves@gmail.com

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**Tell us a little bit about your background?**

I started drawing since I was a little girl, and never stopped. It makes me happy and it's a way to explore and unleash bits of my inner universe. I studied graphic design to learn how visual communication is structured. I like the idea of translating chaotic thoughts into a language that can be shared.

I started doing comics zines with my friends. My first job was designing stamps. Then I jumped into the 2d animation field: movies, series and ads. I also worked for a studio focused on interactive design, where sharing ideas with my programmer mate opened my mind.

Last year I got my graphic design degree at University of Buenos Aires, and took part of visual art exhibitions and magazines. I've recently started working at a video games company, quite a fun way to mix design and illustration.

What are your influences?

What really inspires me is music. Each task requires a different ambient: techno, jazz, indie or instrumental music. I like watching artists' work in my spare time, when I'm not looking for something in particular. The list is huge, but the ones who influenced me a long time ago was Miyazaki and Jamie Hewlett. I also like Pre-Columbian Art. I've recently visited Peru, and I'm fascinated about the graphic quality of their ancient cultures.



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**How do you keep motivated and interested?**

Practice and research. I like Adventure & Children books, Science Fiction & Old Horror movies, Animation, Toys, Photography, and playing with my Ferret to cheer up the spirit.

Do you have any new projects coming up that you can tell us about?

I'm involved in two projects with no release date (progress made in our spare time). My boyfriend's (3D artist) videogame project, based on Pre-Columbian legends and characters. And my friend's (writer) book, a beautiful fantasy story for children.

What do you know about your country's design/designers?

About our identity, here in Argentina there are not strong connections with our Indian roots, since it's culture was wiped out by the Spanish conquest and later military campaigns. Most of our ethnic composition came from Europe. But it's a Latin American country with its own ways. So there's this strange mix, like a collage of different countries and periods coexisting in the same place, you can see it just by looking at the architecture (specially in Buenos Aires where I live).

About contemporary design, there's a lot of movement nowadays. There are urban zones where different media industries are concentrated, and lots of them export design. Also in the past few years there's been a political and economical impulse to bring designers and local small/medium companies closer. In 2005 Buenos Aires was declared "City of design" by Unesco.

Any words you would like to pass it to new comer designers?

The best thing that can happen is to have total freedom and trust from your client. But it happens a lot that you are requested to mimic a successful style, and sadly a lot of designers do the copy/paste thing. I think we have to be updated in order to create contemporary pieces, but we should be able to identify and separate the concept from its visual shell, analyze it and see which part to choose and work on it. Be creative, be satisfied with your work.



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