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HI THERE!

I'm Lara Villa, an industrial designer born in Mexico, currently studying in Los Angeles. (This is my cat Lucifer)

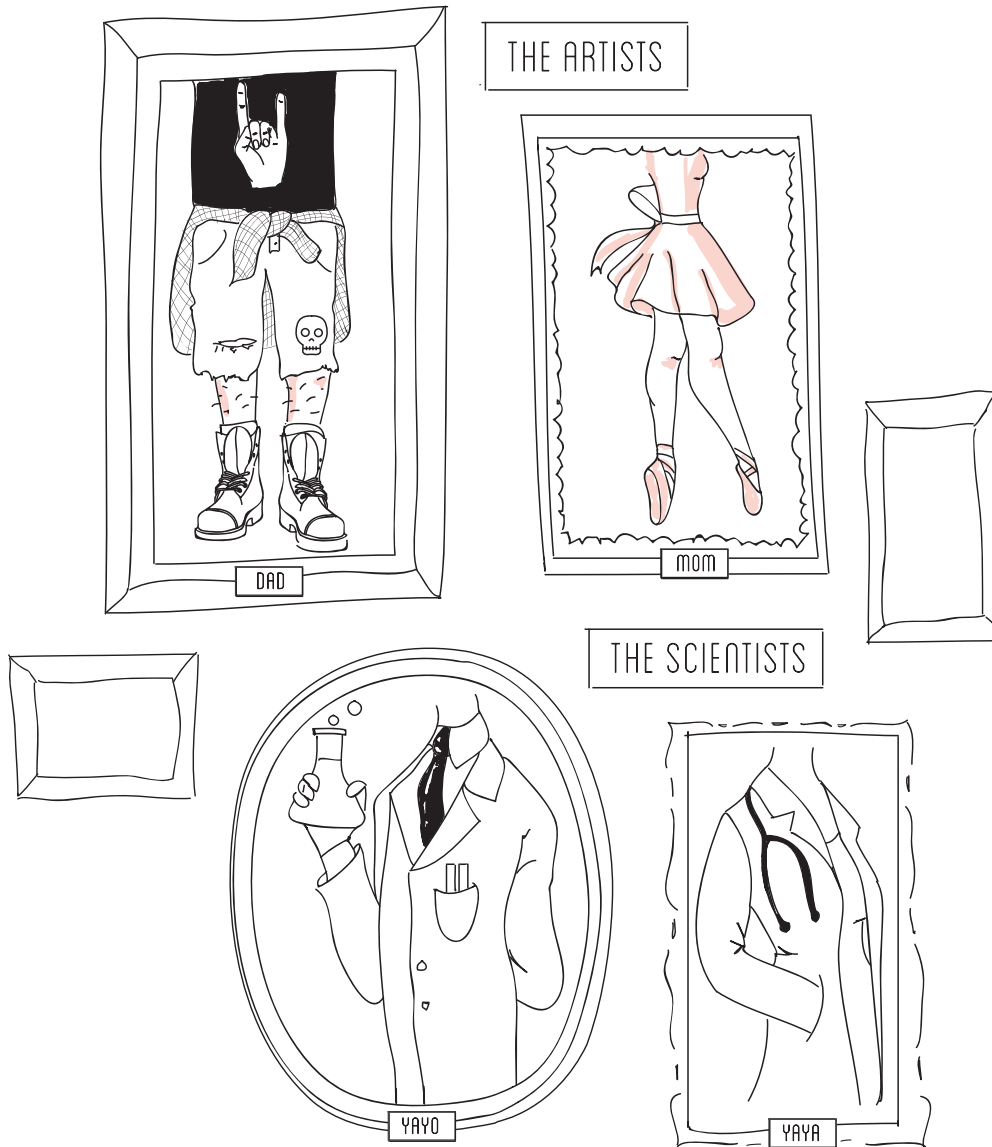
WILD CHILD

I was born in Guadalajara city in Mexico, but I grew up in Chapala, a small lake town filled with nature and a large international population.

Surrounded by plants and animals, I've grown to obsess about them.



LA FAMILIA



My dad is a musician and my mother a ballerina, but I was raised by my grandparents who are a chemist and a doctor.

My parents taught me the creative original side of life while my grandparents thought me to be analytical and rational.



THAT KEEPS MY BRAIN ASKING...



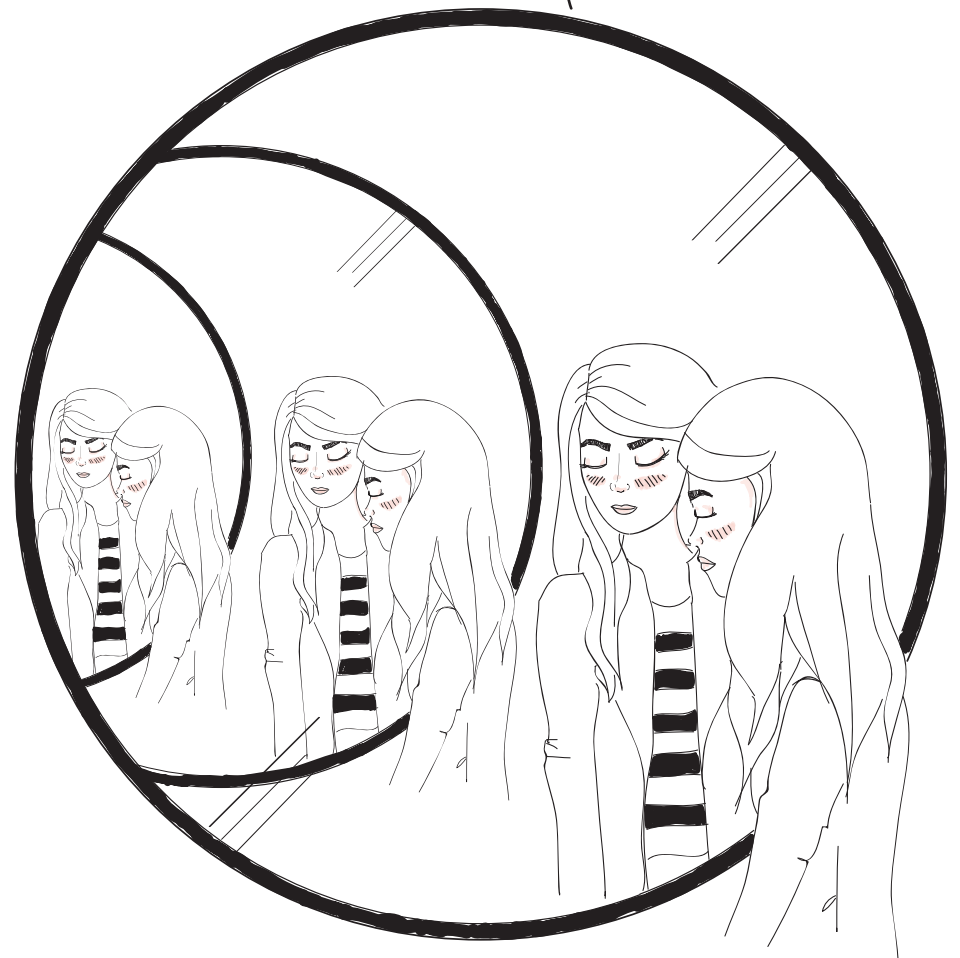
WHY?

WHY?

WHY?

I ALWAYS THOUGHT I WOULD BE AN ARTIST

BUT IT FELT SELFISH



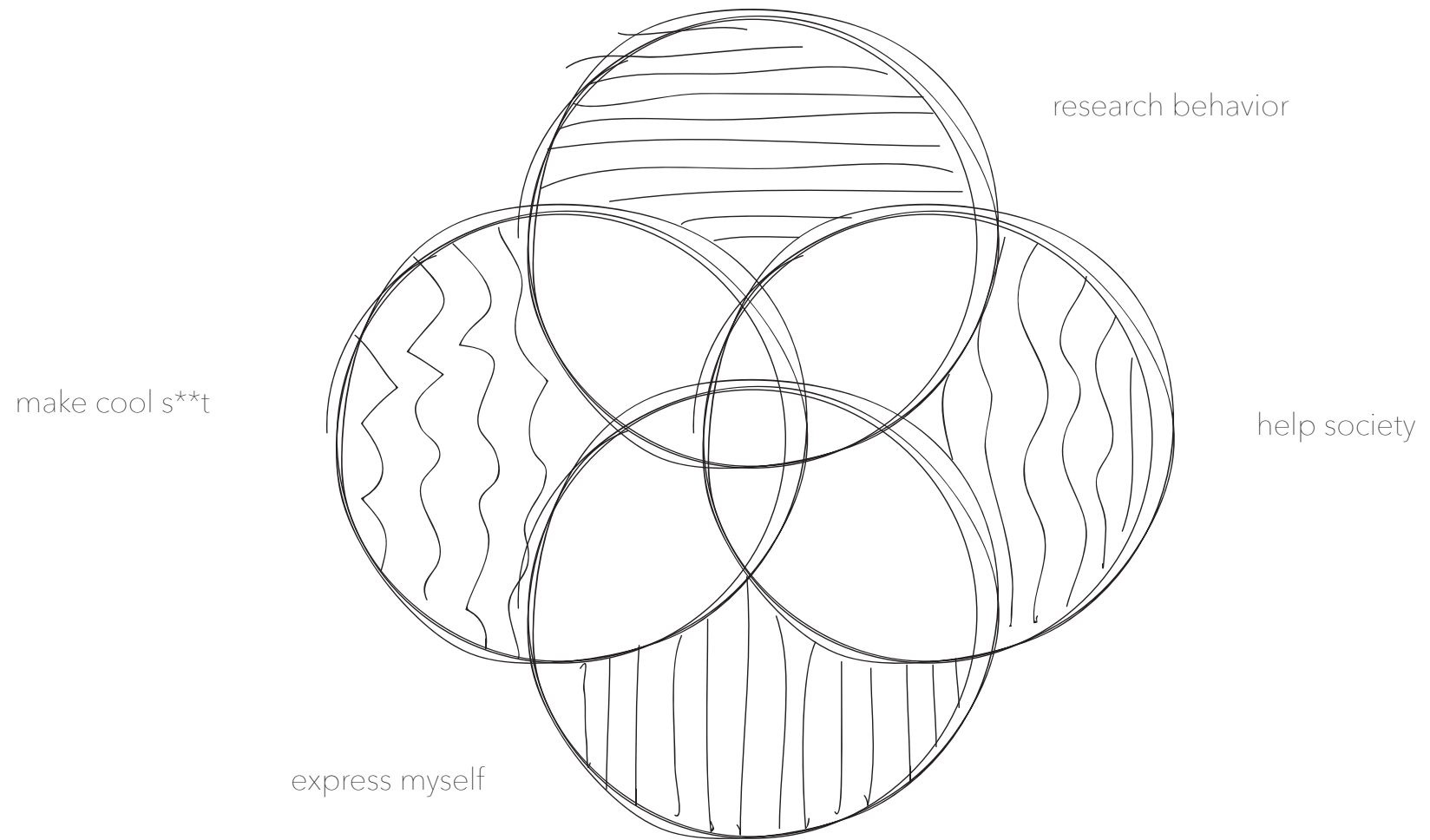
I FINALLY DISCOVERED



I can engage with the real world,
create change in real issues..

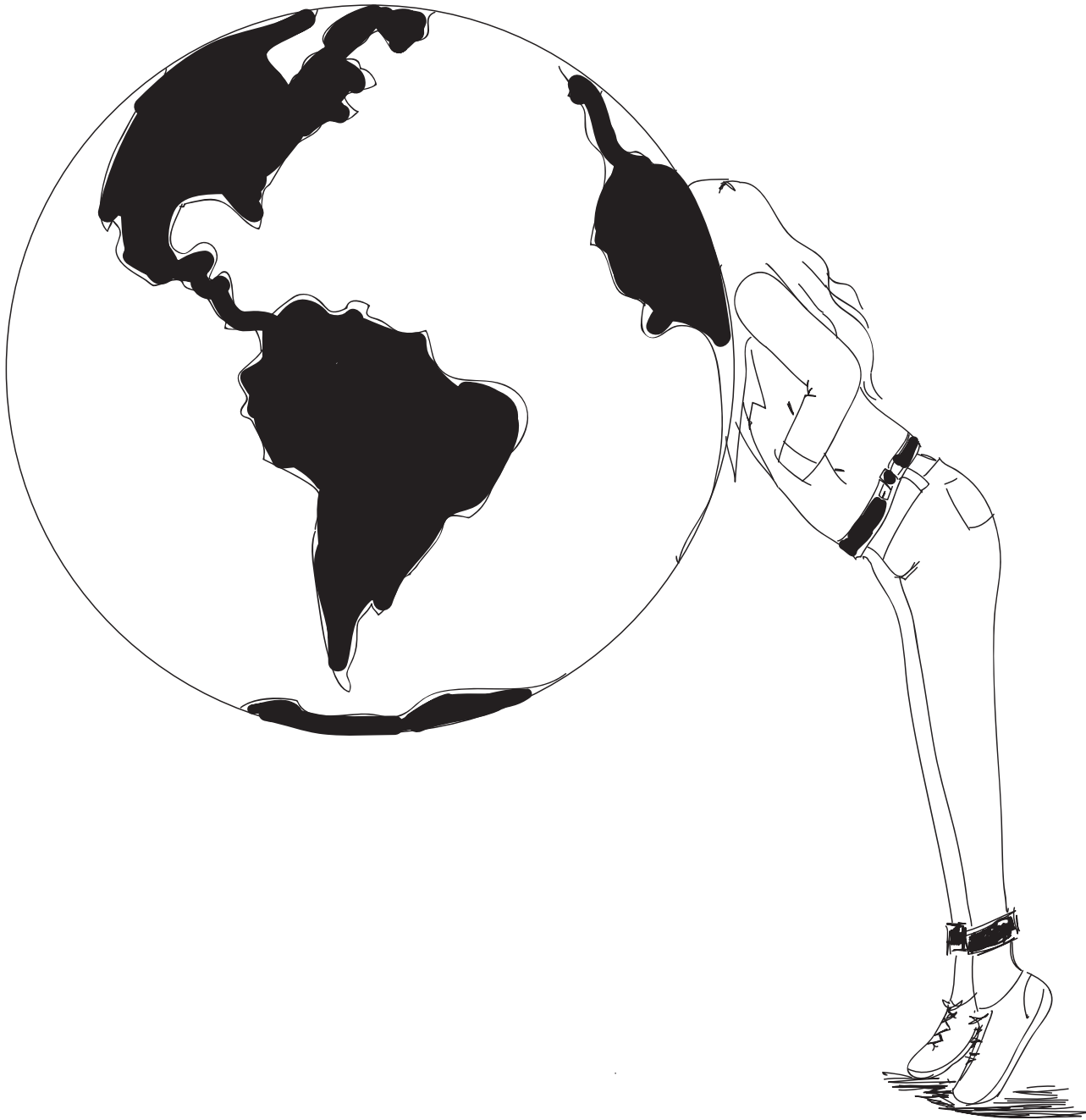
But still day dream.

FOR ME, INDUSTRIAL DESIGN IS...



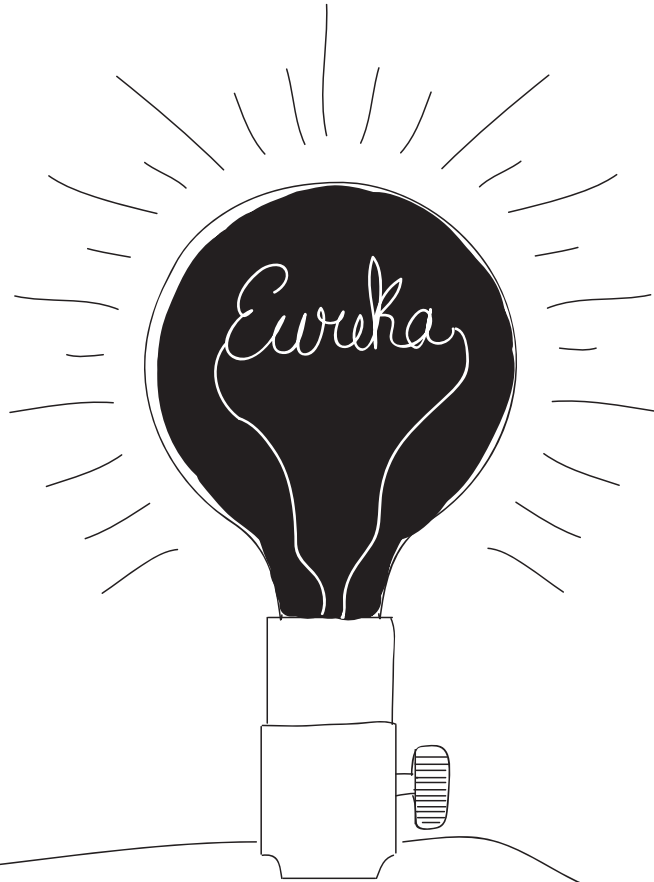
A HOLLISTIC PROCESS

FIRST, I TRY TO EAT THE WORLD!



I'm hungry for knowledge
and discovery

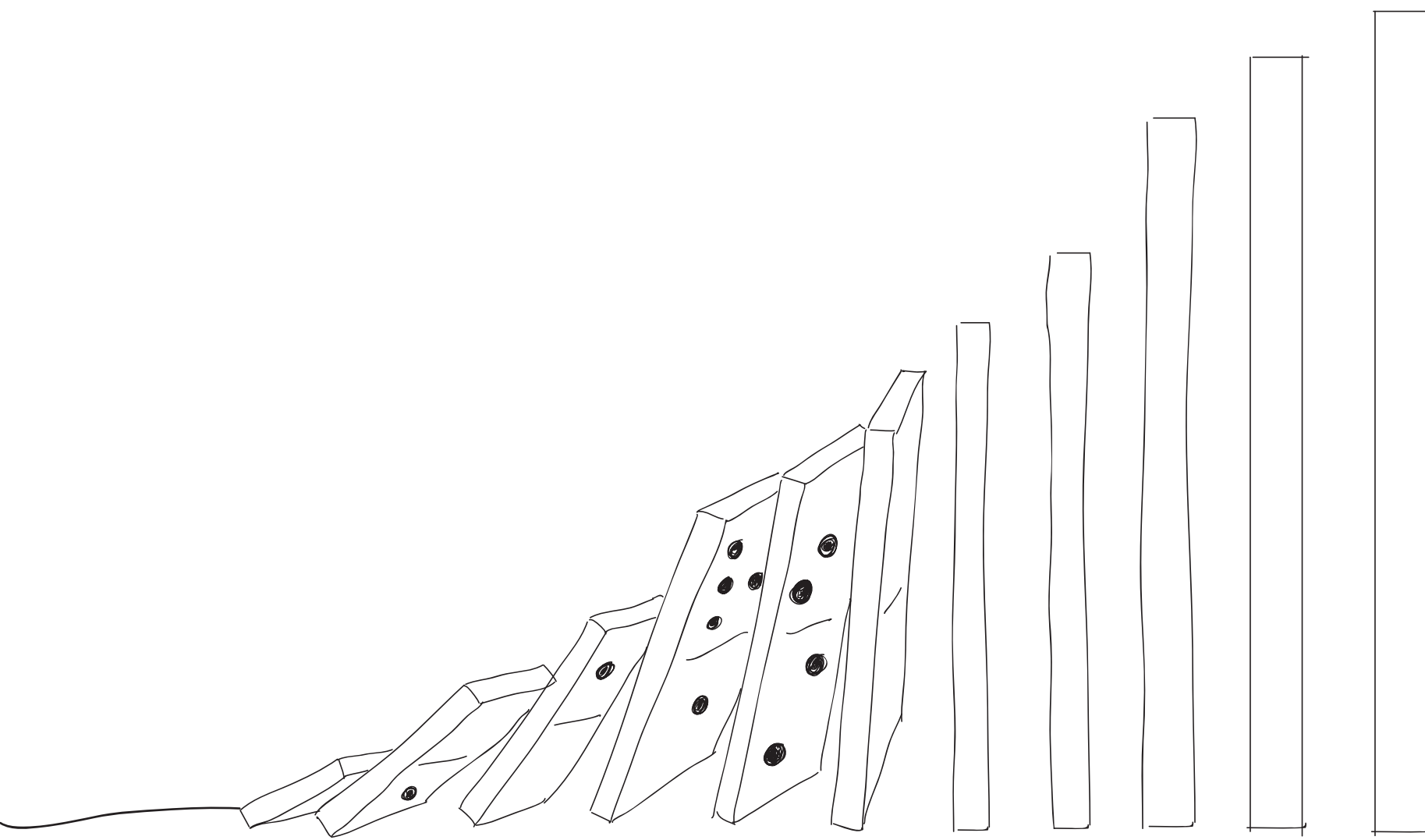
I SEARCH THAT KEY MOMENT



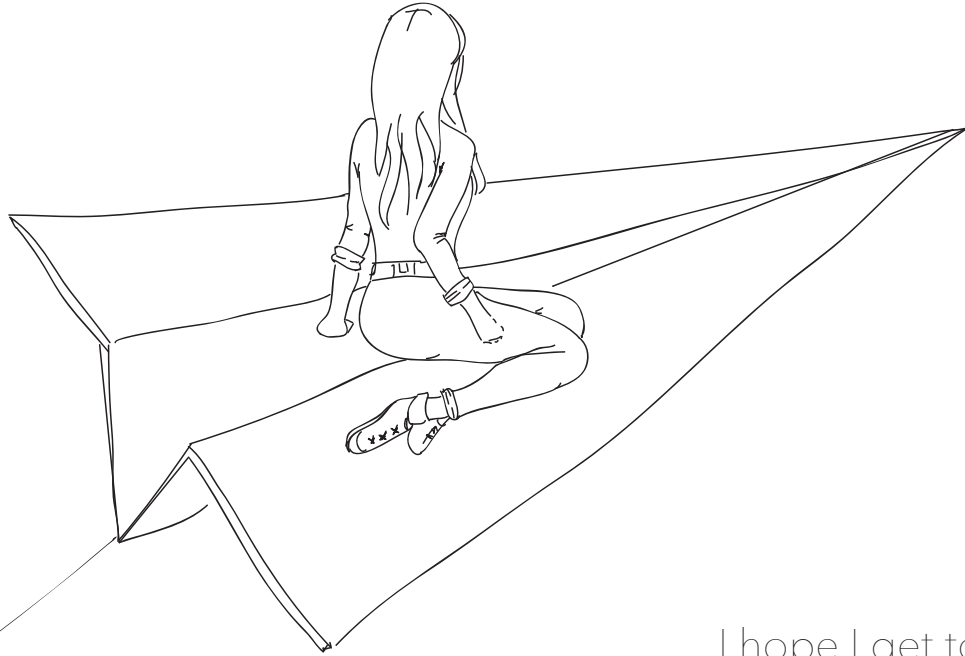
first comes the ideas, then I sketch

Until I find a solution...

I LIKE TO CREATE MICRO SYSTEMS THAT CAN CREATE A MACRO CHANGE



WHAT COMES AHEAD



I hope I get to combine my passion for aesthetics and conscious design.
I believe that aesthetic products can also change human behavior and psyche.

I want to work in a company that provides me with the opportunity of solving social and environmental issues with a conceptual approach.

THANK YOU!