

## Meet Silvana Borges

December 18, 2025



We're excited to introduce you to the always interesting and insightful Silvana Borges. We hope you'll enjoy our conversation with Silvana below.

**Hi Silvana, so happy to have you on the platform with us today and excited to chat about your lessons and insights. Our ability to make good decisions can massively impact our lives, careers and relationships and so it would be very helpful to hear about how you built your decision-making skills.**

For me, decision-making is a process where every solution aligns with the project's concept and the client's expectations. I consider myself conceptual thinker, and my education at the "Istituto Europeo di Design" shaped that approach. A strong concept directs every decision and brings coherence to the entire journey. With experience, I've developed the ability to identify clients' needs even before they express them, which simplifies decision-making and helps them understand the potential of their spaces and feel confident in their choices.

By listening deeply and translating each client's story into design, I create tailored experiences rather than generic solutions. This makes the process intuitive and emotionally connected, allowing clients to recognize what truly reflects their lifestyle.

As an interior designer, my goal is not only to design beautiful interiors, but to elevate the entire experience—guiding clients with professionalism, creativity, and intention. Through conceptual clarity and a refined decision-making process, I deliver spaces that are thoughtfully crafted, deeply personal, and exceed expectations every time.



**Great, so let's take a few minutes and cover your story.  
What should folks know about you and what you do?**

My greatest passion is interior design and creating spaces that reflect who I am while enhancing the lives of the people I design for. I'm inspired by human needs—comfort, beauty, wellbeing, identity—and it brings me joy to translate those needs into environments that improve daily life. I've always believed that design can transform how people live and feel.

My practice is versatile. Beyond private residential work, I develop early-stage design concepts for developers, elevating projects still in the architectural phase and adding value to properties that need a stronger identity or emotional appeal.

With a strong art background, I believe every space must bring something new—a sense of personality and emotional resonance. This guides my conceptual approach, ensuring each project reflects the individuality of the client and results in a timeless design, meaningful and fully customized for each unique client.

What excites me most now is expanding how design can serve people: developing conceptual projects for senior living communities, curating immersive environments, and exploring the relationship between art, storytelling, and interior architecture. Whether designing a home or guiding a developer, I focus on creating spaces with intention, identity, and emotional impact.





If you had to pick three qualities that are most important to develop, which three would you say matter most?

Looking back, three qualities have had the greatest impact on my journey. The first is passion—my love for art and design has always guided me. When we choose a profession, we truly connect with, the work becomes lighter, the days become easier, and we naturally devote ourselves to developing the skills needed to achieve exceptional results.

The second quality is my ability to perceive harmony and beauty. This sensitivity has shaped the way I see spaces, proportions, and human needs. It allows me to create environments that feel balanced, meaningful, and emotionally resonant.

The third is my constant pursuit of the unusual and innovative. I'm always looking for something new—an unexpected detail, a different perspective, a conceptual layer that makes a project stand out. That curiosity keeps my work evolving and keeps me inspired.

For those early in their journey, my advice is simple: look inward first. Pay attention to the passions, skills, and natural talents that make things feel effortless for you. Those are powerful indicators of where you can excel. When you align your career with what brings you joy, growth happens with more ease, more authenticity, and far more fulfillment.





## What's been one of your main areas of growth this year?

Over the past 12 months, my biggest area of growth has come from adapting to an increasingly unstable and competitive real estate market. I had the opportunity to design a home under construction that was intended for resale, and the challenge was to create a luxury-feeling design while staying within a strict budget. We had to be strategic—deciding which areas deserved a higher investment and where thoughtful, creative solutions could elevate the space without overspending.

The result was a true success. The façade became a unique architectural statement, almost like an art piece, and the house sold very quickly. That experience showed me how much value I can bring to developers by helping them elevate their properties beyond the competition. It also revealed a new strength: the ability to assess a home's potential, enhance its identity, and create design solutions that increase desirability and market value.



This growth has encouraged me to collaborate more with developers and realtors—while still staying deeply connected to my passion for designing special properties for unique clients who want to renovate or build a new home. Balancing both worlds has made my work richer, more intentional, and more impactful than ever. Over the past 12 months, my biggest area of growth has come from adapting to an increasingly unstable and competitive real estate market. I had the opportunity to design a home under construction that was intended for resale, and the challenge was to create a luxury-feeling design while staying within a strict budget. We had to be strategic—deciding which areas deserved a higher investment and where thoughtful, creative solutions could elevate the space without overspending. The result was a true success. The façade became a unique architectural statement, almost like an art piece, and the house sold very quickly. That experience showed me how much value I can bring to developers by helping them elevate their properties beyond the competition. It also revealed a new strength: the ability to assess a home's potential, enhance its identity, and create design solutions that increase desirability and market value. This growth has encouraged me to collaborate more with developers and realtors—while still staying deeply connected to my passion for designing special properties for unique clients who want to renovate or build a new home. Balancing both worlds has made my work richer, more intentional, and more impactful than ever.



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