



PAOLA MOSCHINI, LFA

Founder & Owner | Macro Design Studio

Location: Rovereto, Italy

“Becoming LFA gave me the knowledge and the imprinting of the Living Building Challenge, so now I am able to drive my client to a regeneration process.”

Why did you choose to pursue LFA?

I strongly believe in the [Living Building Challenge](#) and I thought it was important to become an expert of it, to be more competent. For this reason, in 2015 I proudly became LFA.

How did you earn General LFA continuing education credits?

I participated in the 2015 [Living Future unConference](#) in downtown Seattle, then I earned other credits reading books, following online webinars and volunteering for ILFI as an [Ambassador](#).

How has achieving LFA impacted you and your work?

Becoming LFA gave me the knowledge and the imprinting of the Living Building Challenge, so now I am able to drive my client to a regeneration process.

What's next for you?

Apply the LBC principles/goals to everyday life!

What's your biggest inspiration?

To be able to apply the certification on a “people” project (e.g. a community center...), on a project that can have a great impact on the surrounding communities. In this way everyone can understand and experience the direct and indirect benefits of LBC in our life.