

Netha Goldberg

ABOUT

Hi. My name is Netha, I grew up in Kibbutz Mizra, which is located in IZRAEL Valley. Kibbutzes are collective communities in Israel that were traditionally based on agriculture (Imagine a small pastoral and calm village). the Kibbutz way of life made me who I am today and put Interaction with people as an essential part of my life, which had a big influence on the way I think and on the way I design.

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EDUCATION

SEMESTER ABROAD PRODUCT DESIGN

ESAD Matosinosh / Porto, Portugal / 28.01.2019 - 14.06.2019

I wanted to take part in the design process in a different country, because I believe that different cultures create different approaches and disciplines for design.

BA INDUSTRIAL DESIGN

Shenkar Engineering.Design.Art.Collge. / Tel-Aviv, Israel / 2016 - 2020

HIGH SCHOOL

Amakim Tavor / Kibutz Mizra, Israel / 2005 - 2008

WORK EXPERIENCE

TOY DESIGN INTERNSHIP

HAPE / Ningbo, Chaina / Summer 2019

Hape Toys is one of the world's largest producers of toys made from sustainable materials. From the beginning of the design process, through production and delivery, to the final unwrapping of the consumer packaging, Hape toys are a collaboration of global thinking and responsible ecology. Collaborations with large companies as IKEA.

MY GRADUATION PROJECT

NETINA / 2019-2020

my project is called Netina. Netina in Hebrew, is the act of giving. Giving requires physical interaction. An interaction that I think, we as a society do not experience enough and may even avoid. This point was the main motivation working on this project.

I asked myself a lot of questions about design and the purpose of design, trying to figure out what my graduation project in the year of 2020 has to say. Eventually I decided to use design in a speculative manner, trying to answer some of my questions in a visual way. I designed 3 different pairs of shoes that allows that simple human desire of giving. Visually promoting some of our everyday needs, offering them to the public, on the move.

PRESS

[Dezeen magazine](#)

[Stirworld magazine | India](#)

[Galaxus magazine | Switzerland](#)

[DareClan magazine | Italy](#)

DDW - DUTCH DESIGN WEEK | 2020

SKILLS

SolidWorks
KeyShot
Illustrator
Photoshop
Modeling
3D Printing

BASIC SKILLS IN

Rhinoceros
InDesign
Premier
Fusion 360

PERSONAL SKILLS

Team Work
Creative
Openness
Problem Solving
Fast Learning
perseverance

LANGUAGE ABILITY

Hebrew	native
English	fluent
Portuguese	fluent

CITIZENSHIP

Israeli
Brazilian

PORTFOLIO

WWW.NETHA.DESIGN