



## [Amanda Maia](#)

Freelance make-up artist, photographer, journalist working for Brazilian *Marie Claire*, *In Style*, *Claudia*, *Mannequin*, *Veja São Paulo* luxury edition, editor *Unilever* magazine (LSJ short course

2010)

**Lorna on Amanda:** What I loved about Amanda was that she arrived not only with a big open smile, but an open mind, ready to consider any direction. When a person arrives with zero negativity, like Amanda, results are way faster. She left the course with an even bigger beaming smile, resolving to write as well as take photos. I had absolutely zero doubt that she would do it – because she had zero doubt that she would do it herself.

There's a piece by the *Guardian*'s late Paris correspondent Paul Webster about the unusual restaurant [Cafe de Signes](#) that's barely 330 words and contains everything we need to know about journalism and writing. I never tire of reading it, and after ten years it hasn't dated. In fact, with the Internet driving the trend for shorter pieces it's even more relevant now. I use it not only as an example of outstanding writing and the blueprint for structure, but also to try and inspire people to focus on looking for quirky stories and being bold about approaching publications with them. Amanda totally got the point of this piece and went for it. Paul Webster would be proud.

**Amanda on Lorna:** I quit my job for a woman's magazine in Brazil because I was tired of writing about the same subjects, and I went to London for a totally new experience. I'd been in London for a year and half when I did the three-day course with Lorna and realised I could find another way to work. I was in a city where lots of trends and events are happening all the time, so why not offer something about London to different media in Brazil? I was inspired by a short piece we analysed with Lorna on [Cafe de Signes](#) from the *Guardian*. This piece was an important watershed for my professional life, and it's still an important reference. Straight after the course I looked around London with a reporter's eyes and when I found the trend for cycling cafes I sent my idea to *O Estado de S.Paulo* (which is similar to the *Guardian*), and they were interested. I sent the article and the pictures and it got [published](#). After that, they called me asking for another piece and I became a kind of correspondent for them in London during my time there! It was amazing. This helped me a lot when I came back to São Paulo and had to start from zero. I've been freelancing full time for over a year and I can't complain. Every day is different and it's a good time for work.