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STORIES & INSIGHTS

20 HOURS AGO

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



Tatiana, thanks for joining us, excited to have you contributing your stories and insights. Do you take vacations? How do you keep things going – any advice for entrepreneurs who feel like they can't step away from their business for a short vacation?

Absolutely!

Not as much as I would like but I think it's so important to disconnect from the every day life to recharge and relax.

Given the fact that the performance and gig life is so unexpected, as in, some months you might be super busy and some other months might be a little slower, it is very hard to trust that you will be able to go away (or take a staycation) without feeling like you might be missing out on something. However, and I learned that the hard way, it is truly important to step away from your craft, not only for relaxation and leisure but also to bring yourself back to center. Almost like, giving the space to fall in love again with what you do by taking a step back and having the time to miss it.

When you take a break from your every day life, you might surprise yourself with a burst of creativity, new ideas and a clear and open mind ready to create when you come back!



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As always, we appreciate you sharing your insights and we've got a few more questions for you, but before we get to all of that can you take a minute to introduce yourself and give our readers some of your back background and context?

Hi all! My name is Tatiana Birenbaum and I'm a half Brazilian half Argentinian performer, choreographer, teaching artist and producer. To say I started my career at a very young age is an understatement since I have memories from putting on shows for my friends and family from as young as four years old. The stage was always appealing to me, the butterflies in the stomach, the spotlights and the attention (let's be real, performers love the attention).

I started my career back in Sao Paulo, Brazil, doing mainly Israeli Folk Dance and after school choir. When I was about 9 years old, my teacher at the time asked if I've ever heard of a musical called "The Sound of Music", stating I would make a very good Von Trapp family member. I remember watching the movie and falling in love with it. A few months later, I auditioned for the show and became a cast member for a production with text in Portuguese and songs in English. After that experience, all I wanted was to do more! For all the years to follow, my schedule was filled with school and all things performing. I had the privilege to sing with some big names of Brazilian Music like Jair Rodrigues, Toquinho and Alceu Valenca.

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In 2011, halfway through college (I have a Bachelors in Social Sciences), I came to New York for a month long intensive at New York Film Academy, where I dived deep into musical theater world and all things Broadway and after that exhilarating experience, I knew in my heart that that was it for me. I went back to Brazil to graduate and after working for a year, in October 2013 I moved to New York to pursue my dreams and attend the Integrated Program at AMDA (American Music and Dramatics Academy) and since then, I've worked on many projects on theater, film & TV and teaching.

Some theatre credits include Legally Blonde (Pilar) , Brigadoon, where I was the Dance Captain and Into The Woods (Florinda). I was a model for the Bravo TV show "Project Runway", showcasing futuristic jewelry from the exhibit "A Human" and lately, I've been performing with Group.BR, the only Brazilian Theater Company in New York City, in their immersive parties Opa! at House of Yes!

Most recently, I choreographed a production of the musical "Working" for the company St. Jean's Players where I also choreographed the musical "Open Up the Curtains" in 2022. I also perform and choreograph for the Israeli Folk Dance group Parparim, from the Israeli Dance Institute, with a homebase at 92Y on the Upper East Side. In the theatre world, I currently produce, co-direct and perform at Let's Broadway Showcase Series, a monthly themed concert that's been running in NYC since 2015, at Sid Gold's Request Room.



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For you, what's the most rewarding aspect of being a creative?

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sparkling curiosity in diverse audiences.

Besides my performing life, I am also a teaching artist, and in that way I get to share my passion, aspirations and experiences with (mainly) young audiences. Facilitating classes, workshops or residencies, inspiring the youth to become comfortable in their bodies, in expressing themselves, is something that is important and very dear to my heart and belief.

When I see I made an impact on someone's day, made a student smile or sparked curiosity in the audience, that's when I feel accomplished and rewarded!

Last week, I had the privilege to perform in front of my students and it was very special to show them my craft, to show them what I do when I'm not teaching them. To see their reaction to me being on stage was the best reminder to myself of why I love being an artist and why creating that sense of community is so important and rewarding.



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Is there something you think non-creatives will struggle to understand about your journey as a creative? Maybe you can provide some insight – you never know who might benefit from the enlightenment.

Each creative mind is different and each creative journey is different. It's almost like my brain never stops. Once I tried to explain it to my mother that I see the world as a big choreographic number, with a variety of formations and dance steps.

The creative journey is one that is tricky to understand, especially if you are not in it. Sometimes it is hard to understand somebody else's creative journey.

A lot of my friends don't understand my life style and they question why and how do I do it. It's fairly hard to explain how do I go from job to job, gig to gig, sometimes I leave my apartment at 7:00am and only return after midnight.

That's the beauty of it. The creativity never stops. If I feel like I am not being creative in any capacity, I feel stuck in my body, stuck in my brain and the only thing that will get me to feel better is move. Move the creativity muscle, that needs to be engaged at all times.

I think that as long as you want to learn from others and are open about their process, you can benefit from it – even though the journey is not always a pretty one, but most of the times, the outcome is.

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