

Hello.

I'm **Ivaylo Getov** and this is my **CV**.

You can reach me at **contact@ivaylogetov.com** and **310.384.6382**.

I'm an Interactive Producer/Director and Media Artist. I specialize in **Creative/Technical Direction, Interaction Design, and Software Development** for public experiences that **use technology to bring people together** and have a good time.

From 2015 to 2019 I was co-founder and Technology Director at Luxloop, a creative technology studio based in NY and LA where we brought our background as filmmakers to developing interactive stories with artists, museums, and brands.

Currently I'm a roving Technical Director for interactive projects and re-focusing on my own practice.

Selected Projects: Technical Director or Producer

Jakob Kudsk Steensen: The Deep Listener - Serpentine Gallery, London (Summer 2019)

- Worked with the Serpentine Galleries and Google Arts and Culture to commission and produce a new site-specific digital artwork
- Oversaw a development team to work with artist Jakob Kudsk Steensen, creating a site-specific Augmented Reality platform in Unreal Engine to support his interactive virtual works
- ivaylogetov.com/thedeeplistener

Hito Steyerl: Actual Reality OS - Serpentine Gallery, London (Spring 2019)

- Worked with artist Hito Steyerl to develop an Augmented Reality data visualization in conjunction with her show at the Serpentine Galleries
- Coordinated the design of physical exhibition elements to activate building-scale AR content
- ivaylogetov.com/aros

Ian Cheng: BOB (2019) - Gladstone Gallery, NYC and Venice Biennale (Winter 2019)

- Worked with artist Ian Cheng in continuing development of his Artificially Intelligent artwork "BOB"
- Coordinated a development team working in the Unity Game Engine across simulation, AI integration, and mobile app development
- Developed and maintained a back-end server infrastructure to allow for live user interaction with the artwork via a custom mobile app
- ivaylogetov.com/bob2019

Ian Cheng: BOB (2018) - Serpentine Gallery, London (Spring 2018)

- Worked with artist Ian Cheng to develop visitor-tracking and interaction tech installation
- Developed and installed 6-DOF tracking system on-site
- Developed emotional-recognition algorithm to enable rich personal interactions using custom app and face-tracking camera on iPhone X.
- ivaylogetov.com/bob2018

Pierre Huyghe: After ALife Ahead - Skulptur Projekte Munster, Germany (Spring 2017)

- Worked with artist Pierre Huyghe to develop an AR component to his large scale site-specific installation
- Led the app-development team to create iOS and Android AR apps allowing for site-specific shared AR experience
- ivaylogetov.com/afterlifeahead

**Selected Projects:
Creative Director
or Artist**

LinkedIn: Talent Intelligence Experience - NYC, Paris (Summer 2018)

- Collaborated with dandelion + burdock to develop interaction designs for a global LinkedIn conference
- Primarily responsible for designing and implementing a spatially-interactive projection that would react to a visitor's presence and display key data statistics.
- ivaylogetov.com/linkedin

Black Cloak - Art Basel, Miami (2016)

- Developed real time immersive video environment for pop-up dinner with Michelin-Star chef Vicky Cheng and renowned pastry chef Andrés Lara.
- Co-produced/Co-directed original content designed for 4-wall surround projections
- Created custom show-control system
- ivaylogetov.com/blackcloak

Amplified Self - NextArt Night (Winter 2016) and CultureHub Refest NYC (2014)

- Sound-reactive Video Installation.
- *Amplified Self is a mirror in which viewers can only see their own reflection if they are willing to call attention to themselves. This challenges the viewer to balance their desire to see their effect on the world with their aversion to drawing attention to this same desire.*
- ivaylogetov.com/amplifiedself

Plant Based Detroit - Tribeca Co/Lab (2016)

- Documentary soundscape and audio-responsive iOS app
- *A collection of sonic content exploring the relationship between people, plants and place. It is an analog musical soundscape paired with a sound-reactive mobile app which provides a stream of visuals correlating in real-time with the installation audio. This layered journey celebrates George Washington Carver's impact on materials-science and engineering and the time he spent in Detroit developing plant-based products for Ford Motor Co.*
- ivaylogetov.com/detroit

Overheard - Minneapolis Institute of Art (Winter 2016)

- Tasked by the museum to develop experience to "reconnect visitors with the permanent collection"
- Co-Produced/Co-Directed immersive audio-based AR project.
- Developed native iOS app and custom back-end server for dynamically changing audio content available based on artworks on view
- Winner: Gold - Horizon Interactive Awards in "Interactive Public Exhibit & Museum" category
- ivaylogetov.com/overheard

Pigments - Google Chrome Experiments (Spring 2016)

- Produced and was lead Developer on interactive music video for LA-based artist Elohim
- Winner: Gold - Horizon Interactive Awards in "Experimental & New Technology Websites" category
- ivaylogetov.com/pigments

Social Sound - Blindsight Gallery, Melbourne (2014) and Internet Yami Ichi NY (2016)

- A Tool for Live Performance of the Social Sphere
- *Social Sound is a performance tool designed to aggregate the flow of real time social activity into a rush of sound in the real world, providing a unique portrait of the social sphere at a given moment in time.*
- ivaylogetov.com/socialsound

Teaching, Lectures, and Talks

That's So New Media! - Technology and Culture Podcast (Winter 2020)

- Episode guest: "My Parents Don't Know What I Do"

Woodbury University - Applied Computer Science Dept. (Fall 2017 to Spring 2020)

- Adjunct Professor
- Developed new curriculum and taught courses: Mixed Reality Studio, Advanced Mixed Reality Studio, Math For Programming
- Thesis Advisor, Fall 2019 through Spring 2020

SCI Arc - Narrative Fictions Department. (Fall 2019, Spring 2020)

- Guest crit/review judge

CalArts - Music Technology: Interaction, Intelligence & Design (March 2017)

- "Guest Forum" speaker
- Showcased recent work and process

Eyeo Festival 2016

- Ignite Talk: "The UX of Story" with Luxloop partner

NY Tech Meetup (March 2012)

- Presented Luxloop recent work and *Overheard* project

Agencia de Apoyo a la Arquitectura de Barcelona - Agency for the Support of Architecture, Barcelona (March 2012)

- Guest Lecturer: "Urbanism in Media".

Skills

I've spent a lot of time both working and teaching in **Unity** and **TouchDesigner**, but depending on the project I'm just as happy to use **Unreal Engine**, **OpenFrameworks**, or start soldering-up some custom circuits for a **Raspberry-Pi** or **Arduino**.

I'm quite good at **getting people and things to talk to each other over the internet**. I build custom back-end APIs, usually in **node.js**, that enable cool possibilities like sharing information in **realtime across many users**, getting up-to-date data, or **authentication**. I've been a web nerd since geocities was a thing, and when I'm looking to relax, I pull up my dotfiles and start writing bash scripts. I wish I was kidding.

I went to school for **cinematography** and **directing**, and my favorite projects are the ones where I get to be a tech nerd *and* a creative director or producer at the same time. I love **working with performers**, and acting as a **translator between artists and technologists**.

Other Stuff

I was born in Sofia, Bulgaria and I have lived in Brooklyn, South Africa, and Havana. Currently I'm based in Los Angeles. I am a US and EU Citizen, which comes in handy. I struggle with finding the best description or title for what I do because I don't think the perfect word exists yet. Some adjectives that have been used to describe me include: Director, Coder, Artist, Professor, Photographer, Designer, Programmer, Producer, Consultant, and Karaoke Superstar.