Alejandro Rodríguez
Architect
Curriculum Vitae

SUMMARY

CONTACT

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PERSONAL PROFILE

He has been the director of Dogrush Studios, partner of IDv Labs, self-taught 3d artist, programmer, technology developer, art director, and show manager. With 18 years of experience leading teams for the entertainment industry, developing software and control systems, including video mapping, interactive installations, virtual reality, and art pieces.

From his architectural thesis in 2004-2005, Alejandro has been exploring technologies in real time, including virtual reality and video game engines. Among other things, he developed an interactive and immersive mixed reality device that was patented and won a national competition for technological innovation in Argentina. He has been exploring the edge of visual technologies in the last 20 years, and applied that knowledge mainly in the private sector. He has also participated in a large number of artistic events and festivals, giving many workshops and lectures in different countries.

JOB POSITIONS

School of Creative Media, CityU Hong Kong | Senior researcher *September 2020 - January 2021*
Worked in research projects for the XRLab under professor Christian Sandor and Professor Alvaro Casinelli.

School of Creative Media, CityU Hong Kong | Senior research assistant. *January 2019 – Nov 2019*
CityU University in Hong Kong. Alejandro worked for Professor Maurice Benayoun and Professor Tomas Laurenzo. His work in City U included leading a team of programmers and developers for investigation on neuro design (brain computer interactions), cryptocurrency, video game engines. Previously he was working on rapid prototyping, automation and installation design.

IDV Argentina | Partner | Owner *2014 – date*
idvisual.org
IDv Labs (Ideas and visual developments) is an Argentine company dedicated to the development of ideas, technology and content for marketing and entertainment businesses. IDv Explore the combination of art and technology and its expression through different media. The company has four partners, as well as an extensive team of collaborators, artists, programmers, and creators.

Dogrush Studios | Owner *2008 – date*
dogrush.com
Dogrush Studios is a content development company specializing in 3D and animations. Lately, Dogrush has focused on the

SKILLS

Advanced software usage:
3D Studio Max
Unreal Engine
Quest3D
Adobe Photoshop
Adobe After FX
Adobe Premiere
Adobe Illustrator
AutoCAD
Photogrammetry and drone-based Surveying
Zbrush
FumeFX
RealFlow
Endorphin
Resolume

Advanced skills:
Architectural design
Stage design
Logistics design for optics and shows
Blueprint programming
Team management
Organisation
Art direction
Construction management

Basic software skills:
Java-Processing-Arduino
Electronics
Quartz composer
VVVV
Autodesk Inventor

Intermediate skills:
3d Printing and fast prototyping
CNC and plotting
Industrial design with stainless steel and aluminium casing and melting.
Wood and steel lathe.
Interface design and users experience design

Basic software knowledge:
C++
Unity

production and exploration of VR applications and content production in real time. With a long career in BTL, Video Mapping, architectural vvisualisations advertising and development of video game content. The company has had up to 15 employees during some periods.

NewVr | Director *2006 – 2008*
NewVr was a small company focused on VR and interactive developments.

Perla Marina Collective | Founder *2004 – 2008*
Perla Marina was an online art group focused on music, VJ, events, nightlife, new media, internet content and social platforms.

Jaguaritech | Founder *2004 – 2008*
Jaguaritech was a VJ collective.

3D Art and freelancing *1999 – 2004*

EDUCATION

1999 / 2006
Universidad de Mendoza, Architecture and Urban Design.
The architectural degree computes as a masters degree both in Argentina and abroad.

1998 / 2000
Classical painting classes alongside the Maestro Orlando Pardo.

1998
High school, Juan Agustín Dávila, Mendoza, Argentina.

1993 / 1998
High school, Colegio Universitario Central, Mendoza, Argentina.

1985 / 1998
Private English and French courses.

1985 / 1993
Elementary school, Teresa O'Connor, Chacras de Coria, Mendoza.

WORKS AND OUTSTANDING PROJECTS

2021
Motus International FullDome Festival. Technical direction and design and artistic presentation. Chiayi, Taiwan.

2020
Motus International FullDome Festival. Artistic curation, Organization, technical design and artistic presentation. Alishan, Taiwan.

2019
Interactive museum for Telefonica de Argentina. Buenos Aires, Argentina.

2018
Video Mapping Festival for the day of Music, Mendoza,

Argentina

Logistics and optics TEDx Rio de la Plata, Buenos Aires, Argentina.

Virtual Reality system for El Caramillo. (elcaramillo.com)

Video Mapping for Greenpeace, content generation, Facultad de Derecho, Buenos Aires, Argentina.

2017
Direction, *New show of sound and moving image*, permanent installation, Historic House of Tucuman, San Miguel de Tucuman, Argentina.

2016
Optics and technical design, Mapping July 9, Alte. Brown Plaza, Buenos Aires, Argentina.

Technical and software design, Malargüe Planetarium. FullDome calibration system for real-time video capture, 4k x 4k video player and real-time content generation for Planetarium shows, Malargüe, Mendoza, Argentina.

2015
Full dome setup, Turismo Tecnopolis, Buenos Aires Argentina for Masotros.

Collaboration for the stage, venue, and show design, Fuerza Bruta Japan, using virtual reality tools.

Collaboration for optics design and video montage, Fuerza Bruta, New York city, world premiere show 2015.

Art direction and set design for Vendimia2015 Central Act–"Postales de un Oasis que Late", co-director.

Optics design for projections Fuerza Bruta – Cosquin Argentina.

2014
Stage design collaboration for the 25 May festivities 2014 in Plaza de Mayo, Buenos Aires Argentina.

3d animations, technique and collaboration on optics design, show Fuerza Bruta, CC Recoleta, Buenos Aires, Argentina.

Art Direction for Mapping May 25, Cerro de la Gloria, Mendoza, Argentina.

Stage design collaboration for 25 de Mayo festivities, Plaza de Mayo, Buenos Aires, Argentina.

Art Direction for Mapping 100 years of Cerro de la Gloria monument, Mendoza, Argentina.

Collaboration in video production, lighting design and technique

Art direction, Pumas Experience 2013 - Mendoza - La Plata - Rosario - Buenos Aires, Argentina

2013
Video Mapping Mendoza Fashion Week, Mendoza Argentina.

Stage design collaboration with Martin Borini; 25 May Festivities, Plaza de Mayo, Buenos Aires, Argentina.

FX Direction and video supervision, Mapping and screens at the national harvest festival, Fiesta Nacional de la Vendimia, Mendoza, Argentina

2012
General direction, Inauguration mapping, Centro Cultural LeParc, Mendoza Argentina

Art and technical direction, Pumas Experience 2012 Five Nations Championships, Argentina. (Buenos Aires, Mendoza, La Plata, Rosario).

Interactive system on the V-Dome platform in the National Book Fair 2012, La Rural, Buenos Aires, Argentina.

2011
Technical setup and video show for permanent Video Mapping Installation at Cine Joia Sao Paulo, Brazil.

Development of Motion tracking system and drivers for Sensics HMD, using Quest3D and Kinect for immersion and dynamic parallax in Aeronautics display, Austin Texas, United States, technology design for the presentation of the customized aircraft navigation system.

Video Mapping System, installation in Brazil for Hype Studio Technical and optics design, mapping and video content. Bicentennial of Uruguay.

Interactive 3d Stand, V-Dome Platform for the Central Bank of Argentina, Technopolis, Buenos Aires, Argentina.

Video Mapping in Río Negro, Argentina, May 25 festivities.

Video Mapping in Resistencia-Chaco, Argentina, the 200-year celebration of the city.

Video Mapping in Bariloche, Argentina, with the ELEVE aerial dance company.

Video Mapping, La Plata, Buenos Aires, Argentina, Carnival festivities.

2010
Video Mapping, Resistencia, Chaco. Chaco Hotel reopening.

Video Mapping in the National Law School (Facultad de Derecho), Buenos Aires, Argentina, for the Latin America release of the film "Inception" Warner Brothers.

2009
Mapping content National Museum of fine arts, new year's eve, the city of Buenos Aires, Argentina.

Software design and Video Mapping, "SHADER", Espacio Fundación Telefonica, Ciudad Autónoma de Buenos Aires, Argentina.

2006 - 2009
Studio production, Media Content, Video game content and assets, Special FX for TV, Cinema, etc. With NewVr and Dogrush Studios.

PATENTS

2014
Patent granted by INPI Argentina for V-Dome invention.

2008
Patent claim for V-Dome Virtual reality mechanical device

EXHIBITIONS AND SHOWS

2019
Value of Values installation in MOCA Taipei a project by Professor Maurice Benayoun, Tobias Klein and Nicolas Mendoza, Taipei, Taiwan.

Mutek Buenos Aires, Extraordinary Axident, Virtual Reality Installation developed by Alejandro Rodriguez, Tomas Laurenzo and Tatjana Kudinova.

Value of Values installation for Macerata, Italy, a project by Professor Maurice Benayoun, Tobias Klein and Nicolas Mendoza, Macerata Italy.
Technical direction and setup.

Value of Values installation for ISEA, Lux Aeterna, a project by Professor Maurice Benayoun, Tobias Klein and Nicolas Mendoza, Gwangju, Korea.
Technical direction and setup.

Value of Values launch, a project by Professor Maurice Benayoun, Tobias Klein and Nicolas Mendoza, Art Center Navy, Seoul, Korea. Technical direction and setup.

Extraordinary Accident Virtual Reality Experience. Sonar+D Hong Kong Festival.

2017
Audiovisual presentation at Scolta Block party in the framework of the Manila Art Fair, Philippines.

2015
VJ Show in the festival Vendimia Electronica, Frank Romero Day, Mendoza, Argentina.

2014
Visual Show at Ultra Music Festival, Buenos Aires, Argentina.

Audiovisual Full Dome show in the Malargüe Planetarium, with ENDO label.

2013
Video projection over trees, art installation at Palermo Polo Open, Buenos Aires, Argentina

Visual Design, software control and play content, holographic projections in the stage, Big Bang Baby, experimental theatre play- Mendoza Argentina.

Audiovisual show Kiebre Festival, La Paz, Bolivia.

Vj Show, Transelvatica festival, Misiones, Argentina.

2012
Audiovisual show, Sonar Sao Paulo Festival, Brazil with Super Guachín, ZZK Records.

Interactive installation, International Sculpture Biennale, Resistencia, Chaco, Argentina.

Audiovisual show for *"Skrillex in Buenos Aires"* event with Super Guachin ZZK Records.

2011
Presentation within the framework of Clandestine Weekend Nerd at the University of Mar del Plata. Organization of the "psychic attack" against the privatization of the culture in Argentina.

Interactive video mapping and vjeing. TDI Festival with Manuel Palenque (Pixel Perez) Neuquén, Argentina.

Virtual Reality experiments at TDI Festival, Neuquén, Argentina.

2010
Presentation of V-Dome Virtual and mixed reality device, representing Argentina´s technology at the Book Messe, Frankfort, Germany joining the Presidential committee of Argentina. Virtual navigation of National Technology Facilities like Invap, Inta, Nuclear reactors and Genetic research labs.

Interactive installation using Vdome. "Ciudad Emergente", Centro Cultural Recoleta, Buenos Aires, Argentina.

Exhibition with interactive devices at SAC "week of art and culture" Mar del Plata, Buenos Aires, Argentina.

VJ show for Earth Festival, Montemapu, Chile.

Vj show and VR installation at TDI New Trends in art festival Neuquén, Argentina.

Audiovisual show with Perla Marina crew, Espacio Fundación Telefónica, Buenos Aires.

2009
Exhibition of V-Dome interactive device "Cultura y Media" Festival, Centro cultural San Martín, Ciudad Autónoma de Buenos Aires, Argentina.

Exhibition of V-Dome Interactive device at SUDALA festival, Santiago, Chile.

2008
Exhibition at Mirador Oeste Festival, Godoy Cruz, Mendoza Argentina.

2007
Vj Show in Personal Fest, Buenos Aires, Argentina

Vj Show Cyclica Festival, Mendoza, Argentina.

Vj Show in Buenas Noches Trimarchi, Mar del Plata, Argentina.

2006
Exhibition in Guon Fair, Mendoza, Argentina, ECA. Virtual reality installation of the architectural thesis.

Architectural Thesis presentation. VR and stereoscopic projections. "Peacekeeping forces training camp for UNASUR". The project was assessed as "outstanding" with a recommendation for publication.

2005
Organization and staging for the Drum and Bass Army cycle with Perla Marina and Jaguaritech crews.

2003
first participation as a VJ at mass events.

Mention to merit for quality in architectural design for the last project of architecture and exposition of the design at the Museum of Modern Art, Mendoza.

2000
Audiovisual Installation at the Museum of Modern Art of Mendoza for a month, developed within the career of architecture, Environments 1.

LECTURES AND WORKSHOPS
2019
Lecture in Siggraph Asia, Extraordinary accident: an immersive metaphor of Hong Kong, Brisbane Australia.

Lecture in Universidad Nacional de Cuyo, Facultad de Arquitectura e Ingenieria. "Neuro Design Explorations" talking about the project of Maurice Benayoun, Tobias Klein and Nicolas Mendoza, VoV Value of Values. Mendoza, Argentina.

Lecture in ISEA, Privacy in the Age of Mobile XR, Gwangju Korea.

2017
Lecture, Trimarchi DG, Mar del Plata, Argentina. *Work reviews, processes, and human teams.*

The workshop, Panoramica Festival, *"Advanced mapping techniques, optics and anamorphism for complex 3D setups".* Buenos Aires, Argentina

Workshop, Mutek Festival *"Tools for Virtual Reality and interactivities using Unreal Engine",* Buenos Aires, Argentina.

Masterclass, Universidad Nacional de Cuyo, Architecture and Engineering School. *"Show design and new media from an architectural point of view".* Mendoza, Argentina

Workshop at Scolta block party in the framework of Manila Art Fair, *Mapping and surveying techniques using drones and lasers, Logistics and design for public events.* Manila, Philippines.

2016
Artist Residence and lecture, Vagabond Hotel. *Art and works review.* Singapore

Workshop: Unreal Engine for art and virtual reality, Tech Lab Paak, Tokyo Japan.

Lecture and audiovisual show in Run Run Shaw Creative Media Centre, City University, Hong Kong.

2015
Lecture and workshop *"Spectacular Events"* Cultural Center San Martin, Mendoza, Argentina.

Lecture and workshop *"Mapping & Stage design. Technology in the show business"* National University of Cuyo, School of Scenography Design.

2014
Lecture, Umaza (Maza University), Advanced technical tools for simple art solutions *"How I learned to kill ants with a bazooka, advanced technology for simple things"* Mendoza design week, Argentina.

2013
Workshops "Interactive Installations" Espacio Fundacion Telefónica, La Paz, Bolivia.

2011
The workshop, "Advanced video mapping techniques", in the framework of Panoramica at Trimarchi DG Festival. Mar del Plata, Argentina.

Participation and organization, Contra-Congreso-Cultural in the city of Mar del Plata along with speakers like Richard Stallman. Mar del Plata, Argentina.

2009
Lecture at DeAcá! Exhibition of modern Arts, Cordoba, Argentina.

Lecture at communication seminar, "new devices, new media", FUNKA Mendoza, Argentina.

2008
Lecture with the former President of Costa Rica, Don Rodrigo Caraso Odio. International Symposium "Ethics in knowledge" "Armed forces and peace". Mendoza, Argentina.

2005
Classes and lectures at the University of Mendoza. *"Mobile and metamorphic architecture"* concept and speed painting techniques, 3d and storytelling for architecture. 2-month length. Mendoza, Argentina.

TV APPEARANCES, DOCUMENTARIES, AND MAIN INTERVIEWS

2015
Documentary of Fiesta Nacional de la Vendimia, Mendoza, Argentina.

Interviews cycle in local TV channels for the preparations and developments of National Fiesta de la Vendimia. (wine harvest celebrations) Mendoza, Argentina

2012
A documentary about virtual reality on national public TV. Buenos Aires, Argentina

2011
Documentary on augmented reality and inventions from Argentina, National Public TV. Buenos Aires, Argentina.

AWARDS AND RECOGNITIONS

2014
1st Price award Vendimia 2015 Festivities project design. (Scenography and visual setup) Mendoza, Argentina.

2012
1st Price award Vendimia 2013 Festivities project design. (Technical and visual setup) Mendoza, Argentina.

2009
Award and trajectory recognition," Mirador Oeste" Festival, Godoy Cruz, Mendoza Argentina by artistic/technological

developments and virtual reality production by the government of Godoy Cruz, Mendoza, Argentina.

2008
Prize and recognition, National innovation contest Innovar08. Development of V-Dome technology innovation project. Buenos Aires, Argentina.

INPI recognition for innovation in Innovar 2008 and patent-pending development certification. Buenos Aires, Argentina.

C-Temp Award to Perla Marina Collective for being a hotbed of artistic productions. Selection of Perla Marina´s works for the C-Temp book that collected design history from Mendoza, Argentina.

2004
Awards for innovative design for perlamarina.com by several flash and design specialised websites.