Marcela Sardi & Michael Rubin
Immersive Design + Architecture
By Elman + Tailor

DEVELOP A VOICE: 1:15 min.
Creating the Integrated Media Environment at Los Angeles Airport (LAX).

BUSINESS OF ART: 4:24 min.
UNDERSTANDS THE BUSINESS OF ART: 2:57 min.
SEIZES OPPORTUNITIES: 0:49 sec.
PERSONAL BRAND: 3:36 min.
ABILITY TO CONVINCE: 5:01 sec.
MENTAL MULTI-MEDIA SYSTEMS AND IMMERSIVE, EXPERIENCE-BASED DESIGN: 0:39 sec.
Collaboration: 2:14 min.
Resilience: 1:03 min.
Insight & Inspiration: 2:15 min.
Audience's Perspective: 1:39 min.
Creative Flexibility: 5:00 min.
Critical Thinking: 3:43 min.
Influences: 1:04 min.
Serendipity: 2:40 min.

Mike Rubin earned his Master of Architecture and Master of Science in Business Administration from the University of Pennsylvania and a Ph.D. from Rutgers, the University of the Arts, Vanderbilt University and Princeton, the University of Michigan, Princeton, and the Wharton School.

His professional awards include the Progressive Architecture First Award, the ULI Apgar Award and national recognition awards from the AIA, HUD, APA & design. Projects, in which he played a major role, include Victory Park, a $2 billion sports anchored, mixed use development in Dallas; the National Harbor, a $2.5 billion event anchored waterfront development; the $300 million Quarter at the Tropicana in Las Vegas; and the $60 million environmental media program at LAX International. His clients include 8 NFL teams, 4 MLB teams, 2 NBA franchises, 3 NHL organizations, all 4 league or bowl stadiums, MGM, Aztar Corporation, Hyatt International, Fox Sports Network, and the Knight Foundation.

His work ranges from sports destinations to theme parks, and from interior design to place branding for over 30 years. Rubin’s experience and execution of destination developments and experiences via media portals; interactive creativity and game play; public places and network based media including: tele-presence, advertisement or product placement in your images?

What was your earliest awareness of art in any form, and what was your first attraction to architecture?

How did you get people to invest in the Wharton School?

What is your approach to making sure your work is not commoditized or commercialized?

To avoid having others define the placement in your images?

How did you first become aware of digital media in your work?

Is there pressure to incorporate beyond architecture?

Is there pressure to incorporate beyond art?

What was your experience with that?

What is your approach to making immersive experiences?

You mentioned the inherent conflict between architects and artists regarding whose work will define any given space. What has been your experience with that?

Are you wearing many hats on your projects that in the past you might have been worn by several different collaborators?

Do you keep metrics on how many different collaborators?

Mike, when did you first start designing with reflective materials?

Using reflective materials?

What was your experience coming to America as an immigrant?

How can one use reflective materials?

How did you first become aware of using reflective materials?

How did you first become aware of using digital media in your work?

What is your approach to making sure your work is not commoditized or commercialized?

To avoid having others define the placement in your images?
SERENDIPITY: 2:42 min.
What has been the role of serendipity in your career?

OVERCOMES CHALLENGES: 7:45 min.
Describe a challenging situation with a successful outcome.

EXPOSURE TO BROAD INFLUENCES: 3:26 min.
VALUES FIRST-RATE EDUCATION: 3:40 min.
What role should universities play in the development of architects, designers, and multi-discipline collaborators?

CRITICAL THINKING: 3:21 min.
What advice would you give to graduating architecture students?

OPEN TO CHANGE, FLEXIBILITY: 1:11 min.
Mike, what have you learned from Marcela?

Who are your role models and influencers?

WHY DID YOU RELOCATE TO MIAMI AND WHAT ARE YOUR THOUGHTS ABOUT THE MIAMI ARCHITECTURE & DESIGN COMMUNITY?:

CRITICAL THINKING: 3:46 min.
Why did you relocate to Miami and what are your thoughts about the Miami architecture & design community?