Marcela Sardi & Michael Rubin: Immersive Design + Architecture

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Marcela Sardi

DEVELOP A VOICE: 1:15 min.

10:35 min. Narrated by Marcela Sardi & Mike Rubin.

Creating the Integrated Media Environment at Los Angeles Airport (LAX).

UNDERSTANDS THE INFLUENCES: 1:04 min.

EXPOSURE TO BROAD INFLUENCES: 1:08 min.

INFLUENCES:

CREATIVE FLEXIBILITY: 5:00 min.

BUSINESS OF ART: 2:57 min.

UNDERSTANDS THE BUSINESS OF ART: 2:49 min.

INSIGHT & INSPIRATION:

CRITICAL THINKING: 3:43 min.

BUSINESS OF ART:

PERSONAL BRAND: 3:36 min.

COLLABORATION: 2:14 min.

RESILIENCE: 1:03 min.

AUDIENCE'S PERSPECTIVE:

CREATIVE FLEXIBILITY: 0:39 sec.

Do you have any advice for other artists who are trying to create immersive environments?

Sardi: One of the biggest challenges that I have encountered is the need for artists to create immersive environments that are not only aesthetically pleasing but also functional. It requires a combination of technical skill and artistic vision to create experiences that are engaging and effective. It's important to be aware of the audience and their needs.

Rubin: Another challenge is the integration of media into traditional architectural spaces. It requires a deep understanding of both architecture and technology to create a seamless experience.

What are your thoughts on the use of digital media in architecture?

Sardi: Digital media has the potential to add a new dimension to architecture. It allows for the creation of immersive experiences that are interactive and engaging. It's important to use it in a way that enhances the overall experience of the space.

Rubin: I agree. Digital media can create unique and memorable experiences. It's important to use it in a way that complements the architecture.

How do you approach creative collaboration?

Sardi: Collaboration is key in creating immersive environments. It requires a combination of technical skill and artistic vision. It's important to work with a team of experts and have open communication.

Rubin: Collaboration is crucial. It allows for the exchange of ideas and the creation of a cohesive vision. It's important to work with people who share your vision and have a passion for creating immersive experiences.

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

Sardi: My earliest awareness of art was through my parents. They were artists and always surrounded me with art. My first attraction to architecture was through my father. He was an architect and always talked about the beauty of architecture.

Rubin: My earliest awareness of art was through my family. They were artists and always surrounded me with art. My first attraction to architecture was through my mother. She was an architect and always talked about the beauty of architecture.

How has technology changed the way you approach your work?

Sardi: Technology has allowed us to create immersive environments that are interactive and engaging. It's important to use it in a way that enhances the overall experience of the space.

Rubin: Technology has changed the way we approach our work. It has allowed us to create immersive environments that are interactive and engaging. It's important to use it in a way that complements the architecture.

What challenges do you face when working on projects that in the past have been sponsored by art-oriented institutions, like the Knight Foundation?

Sardi: One of the biggest challenges is the need to balance artistic vision with commercial viability. It's important to find a way to make art accessible to a wide audience.

Rubin: Another challenge is the need to find funding for projects that may not have commercial viability. It's important to find ways to support the arts and create opportunities for artists.
What has been the role of serendipity in your career?

Describe a challenging situation with a successful outcome.

What role should universities play in the development of architects, designers, and multi-discipline collaborators?

What advice would you give to graduating architecture students?

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?