



Creating the Integrated Media Environment at Los Angeles Airport (LAX). 10:35 min. Narrated by Marcela Sardi & Mike Rubin.

Marcela Sardi & Michael Rubin: Immersive Design + Architecture

By Elman + Tailor

Marcela Sardi is a designer and producer of environmental multi-media systems and immersive, experiential settings. Sardi specializes in creating immersive media experiences and environments integrating: media, interactive systems, architectural lighting, environmental effects, sound systems, digital projection, embedded LED's, fountains and water fx, color washes and patterning, environmental art and events programming.

Sardi's current focus is on the creation of interfaces between public places and network based media including: tele-presence via media portals; interactive creativity and game play; effectuated environments via climatic effects or actor driven interaction; and artistic interfaces via various forms of media interfaces including architectural facades and atmospheres.

Michael Rubin has been involved in the conceptualization and execution of destination developments and place branding for over 30 years. Rubin's experience ranges from sports destinations to theme parks, and from international cities to international resorts; and in the creation and execution of destination places ranging in scale from venues to cities.

Projects, in which he played a major role, include Victory Park, a \$2 billion sports anchored, mixed use development in Dallas; National Harbor, a \$2.5 billion event anchored waterfront destination in Washington D.C.; the \$1.6 billion Dallas Cowboy's (ATST) stadium; and the \$300 million Quarter at the Tropicana in Atlantic City, 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 organizations, MGM, Aztar Corporation, Hyatt International, Foxwoods Casino, Walt Disney World, Universal Studios, Mandalay Entertainment, Oliver McMillan, Simon Properties Group, Hillwood Development, Hicks Holdings, Steiner Associates, Sony Development and over fifty other public and private entities.

A key focus of Rubin's work is place branding of destination projects, and the development of auxiliary revenues through sponsorship, advertising, brand immersion and events programming.

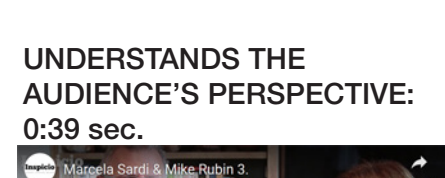
Rubin taught at the Fels Center and the Wharton School of the University of Pennsylvania and has lectured at Harvard Graduate School of Design, the University of Michigan, Princeton, Rutgers, the University of the Arts, Vanderbilt University and The University of Texas at Austin. His professional awards include the Progressive Architecture First Award, the ULI Apgar Award and national recognition awards from the AIA, HUD, APA and PEI.

Rubin earned his Master of Architecture and Master of Science degrees from the University of Pennsylvania and a Ph.D. from the Wharton School.

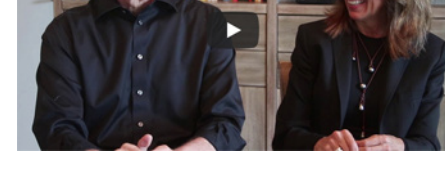
The videos below are organized by topic and run between 30 seconds and 8 minutes. Click on any video. You must be connected to the Internet to view the videos.



Introduction to Marcela Sardi & Michael Rubin. 3:17 min.



SERENDIPITY: 2:40 min. How did you first become aware of one another?



CREATES A UNIQUE PERSONAL BRAND: 3:36 min. What is your approach to making immersive experiences?



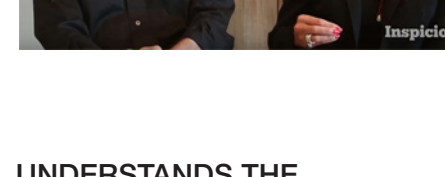
UNDERSTANDS THE AUDIENCE'S PERSPECTIVE: 0:39 sec. Do you keep metrics on how many people have missed their planes at LAX because they are so engaged with your work?



CRITICAL THINKING: 4:51 min. What does your work do for people who encounter it?



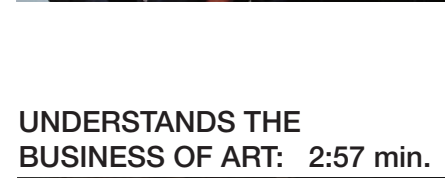
CRITICAL THINKING: 3:43 min. A lot of buildings throughout the world — like airports — have a "sameness." Does your work give public buildings a sense of place?



UNDERSTANDS THE BUSINESS OF ART: 4:24 min. Is there pressure to incorporate advertisement or product placement in your images?



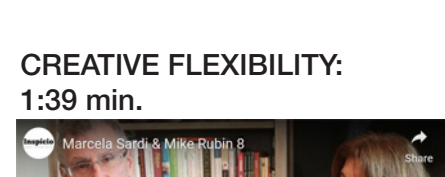
UNDERSTANDS THE BUSINESS OF ART: 2:57 min. To avoid having others commercialize your work, is it possible to protect your installations as works of art, and get funding from major arts-oriented institutions, like the Knight Foundation?



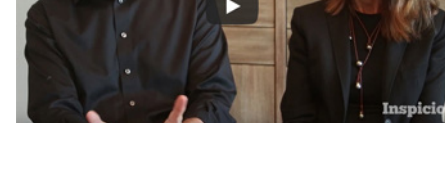
CREATIVE FLEXIBILITY: 1:39 min. What are your thoughts about using reflective materials?



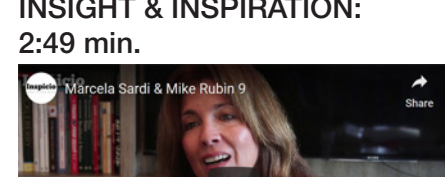
INSIGHT & INSPIRATION: 2:49 min. Marcela, when did you realize you wanted to use digital media in your work?



COLLABORATION: 2:14 min. You mentioned the inherent friction between architects and artists regarding whose work will define any given space. What has been your experience with that conflict?



CREATIVE FLEXIBILITY: 5:00 Mike, when did you first start using digital media in your work?



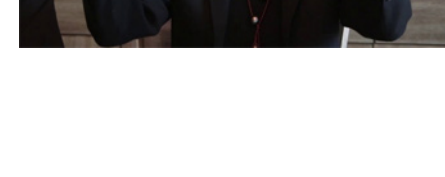
EXPOSURE TO BROAD INFLUENCES: 1:04 min. What was your earliest awareness of art in any form, and what was your early awareness of architecture?



RESILIENCE: 1:03 min. What was your experience coming to America as an immigrant?



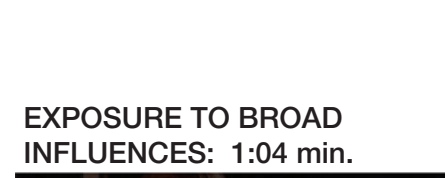
DEVELOP A VOICE: 1:15 min. What was the evolution of your career?



SEIZES OPPORTUNITIES: 0:49 sec. How did you get people to invest in your projects when you were young?



INSIGHT & INSPIRATION: 2:15 min. What was your earliest awareness of art in any form, and what was your first attraction to architecture & design?



UNDERSTANDS THE BUSINESS OF ART: 2:40 min. Are you wearing many hats on your projects that in the past might have been worn by several different collaborators?

CRITICAL THINKING: 3:46 min.



Why did you relocate to Miami and what are your thoughts about the Miami architecture & design community?

SERENDIPITY: 2:42 min.



What has been the role of serendipity in your career?

OVERCOMES CHALLENGES TO SUCCEED: 7:45 min.



Describe a challenging situation with a successful outcome.

EXPOSURE TO BROAD INFLUENCES: 3:26 min.



Who are your role models and influencers?

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 ?