

Salil Parekh

Design Researcher and Creative Technologist

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Work

2022

January–May

The New School

Research Assistant to Ayodamola Okunseinde

Co-designed and developed a virtual reality archive to document and disseminate technologies of protest from the past movements to speculative ones in the future.

2021

August–December

Research Assistant to Xin Xin

Co-designed and developed an accessible (a11y) friendly website template for media art educators.

2018–2020

Quicksand Design Studio

Design Researcher and Creative Technologist

Worked on 15+ projects with clients such as UNCDF, UNICEF, Médecins Sans Frontières, Population Council, Bill & Melinda Gates Foundation, and disciplines such as cultural heritage, new media, gaming, sexual and reproductive health, product design, market research, fintech, human centered design. Fulfilled a variety of roles, such as a design researcher, designer, new media artist, game designer, and creative technologist.

2017

February–September

Quicksand Design Studio & The Busride

Graduation Thesis Project

Greenhouse v3.0: Researched and developed collaborative spaces in virtual reality as well as a design thinking toolkit to facilitate the process. The thesis project consisted of a study into professional and personal collaboration, and a study of new media techniques to create virtual experiences in extended reality (VR). Helped with the production of the EyeMyth New Media Arts Festival in 2017.

2016

May–August

MTV@FLYP Cafe

Design Intern, DJ, Bartender

Supported event production, day-to-day marketing, environmental graphics, design material, and performed a host of other miscellaneous roles.

2015

May–August

Coca Cola India

CSR Intern

Worked on a slew of CSR projects, primarily on PET recycling systems.

Education

2020-2022

The New School, New York

MFA Design and Technology with Departmental Honours

2013-2017

National Institute of Design, Ahmedabad

Bachelor of Design Exhibition Design

2015

École Nationale Supérieure d'Art de Dijon, France

Exchange Semester

Teaching

2018, 2019, 2020	National Institute of Design, Ahmedabad Virtual Narratives Taught courses with Hugo Pilate and Ayaz Basrai on crafting narratives within digital spaces using Game Engines, Virtual Reality, Photogrammetry and Minecraft.
2020	L'École de design Nantes Atlantique India Studio Pune Futures Taught a course with Hugo Pilate, speculating on the future of Pune on Fortnite Creative Mode with masters students of Transcultural Design.
2020	MICA, Ahmedabad Trends, Futuring and Speculative Design Facilitated a workshop on futuring, trend mapping, and speculative design with MBA students.

Workshops/Talks

2022	FIG--The Future of GIFS Panel Discussion Facilitated a panel discussion for FIG with Meeta Malhotra and Steve Lawler to discuss the future of GIFs and the spectrum of short form storytelling.
2021	Mozilla Festival Conspiracy Creation Hosted a workshop on Conspiracy Creation which helps participants understand the various processes used to create conspiracy theories and noise in news.
2021	NYC Open Data Week Calendar of Conflict Presented 'Calendar of Conflict' a project which highlights unseen points of conflict in news data at the NYC Open Data Week's lightning breakfast talks.
2021	p5js Global Showcase Context Clock The Context Clock project selected for the global p5js Showcase.
2018	UnBox Festival Conspiracies, Memes, Machine Learning Hosted a workshop on creating conspiracies and memes using simple machine learning tools with Hugo Pilate and Natalia Sanchez.
2017	EyeMyth Media Arts Festival Photogrammetry & Digital Heritage Took a workshop on photogrammetry and it's use in creating digital heritage using virtual reality and augmented reality.

Festivals

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| 2019 | EyeMyth New Media Arts Festival
Speculative Sunday
Designed, and produced an entire day of the 3-day new media arts festival in Mumbai—a large scale speculative design fête which included talks, workshops, food, and more. |
| 2019, 2022 | FIG
A GIF Festival
Co-conceptualised and produced a GIF Festival to celebrate the art of making GIFs—which included an open call for submissions, online+offline exhibitions and a panel discussion. |

Achievements

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| 2021 | IBM Quantum Jam—Winners
Most Creative use of Quantum Computing in Visual Arts
Won the Most Creative use of Quantum Technology in Visual Arts Award at the IBM Quantum Jam 2021 for our entry, Quantum Tetris . See a video of our winning entry here . |
| 2021 | Chat-Hi: Exploring Indian National Identity Through Machine-Generated Text
Published in MIT Press Leonardo 67-68
Published a paper co-written with Jean-Thomas Martelli on using GPT-2 to generate texts written by Indian Prime Ministers, and further analysing the results. |
| 2021 | Does the Blue Sky Lie?: Testimonies of Air's Toxicities
Khoj and The Prince Claus Fund
Won a grant to study the air pollution problem in India in collaboration with Architecture for Design. |
| 2020 | President's Scholarship
The New School
Won a scholarship to attend the The New School, 2020-2022 |
| 2018 | Contemporary Take, Beyond Cultural Heritage Grant
British Council and The Prince Claus Fund
Won a grant to document and disseminate the heritage and culture of Goa through virtual reality, augmented reality, video games, and experimental media. |
| 2018 | Contemporary Take, Beyond Cultural Heritage Grant
British Council and The Prince Claus Fund
Won a grant to document and disseminate the heritage and culture of Mumbai through an interactive virtual reality experience to tell the story of various communities of the city. |
| 2017 | Honeywell Aerospace Design Challenge – Runner's Up
Enhancing Situational Awareness for Communication & Surveillance
Finished runners up in the competition with a proposal to augment ATC controller's vision in addition to using machine learning to make radio communication clearer. |