

# DON UNDEEN

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Helping museums, communities, educational institutions and technology firms leverage natural synergies through the development of creative labs for experimentation at the intersection of art, technology and the museum experience.

## **Founder & Senior Manager, MediaLab, Metropolitan Museum of Art**

2011 - 2015

Developed the MediaLab as a space for creative experimentation, prototyping and conversation between NYC's creative technology community, the tech industry, the museum's collection and staff.

Functions include:

- Supporting and advising on technical projects and digital strategy.
- Supervising MediaLab staff, including communications, application development, and systems administration.
- Maintaining awareness and disseminating information on technology trends.
- Developing systems software and digital assets supporting MediaLab projects and partners, including:
  - MediaLab External Server for prototyping.
  - 75+ 3D models of art objects available at <http://thingiverse.com/met> for free re-use.
  - <http://scrapi.org>, the MediaLab's beta API for Collection Information.
  - 3D model of the entire museum, extracted from architectural software and made available for use in 3D gaming and virtual reality environments.
- Creative Direction for the MediaLab Creative Technology Internship Program, accepting 8-12 interns each semester to work on self-directed projects exploring unique connections between technology and the museum. Student ideas are challenged and encouraged through deep engagement with museum staff and the MediaLab's contacts in the tech industry. Projects are rapidly iterated over 15 weeks, resulting in a working prototype presented at the MediaLab Expo.
- Developing, implementing and maintaining of all communication channels for the MediaLab.
  - Twitter <http://twitter.com/metmedialab>
  - Internal and External Mailing lists
  - Web Presence at <http://metmuseum.org/medialab>
- Selecting and procuring technologies to support current and potential MediaLab projects.
- Producing the semi-annual "MediaLab Expo," a day-long event celebrating projects by MediaLab Creative Technology Interns and other MediaLab Partners.
- Cultivating relationships with technology firms who provide hardware, software, expertise and project feedback in support of MediaLab activities, including Google Cultural Institute, 3D Systems, MakerBot, Clo3D, BodyLabs, Hershey's Lab, Verold Studio, Sketchfab, Mobstac, and Silk.co.
- Partnering with NYC universities to develop collaborative workshops and museum-themed challenges for graduate classes in exchange for resources, contacts and feedback for student projects. Partners include New York University ITP, Cornell Tech, Parsons The New School for Design, Pratt Institute, Brooklyn College PIMA, and Bard Graduate Center.

## **Information Architect, Metropolitan Museum of Art**

2007 - 2011

Project manager for in-gallery interactive initiatives, including content management and data delivery systems, hardware procurement and installation, and vendor relationships. Consulted on new technology initiatives, and served as technical lead for inter-museum projects such as ConservationSpace.

## **Systems Architect, eFashion Solutions**

2005 - 2007

Supervised a team of three developers designing, developing, and implementing factory and inventory management software, as well as a complex promotional system for several dozen online brand merchandising websites.

## **PUBLIC SPEAKING/WORKSHOPS**

“Museums in the Digital Age,” D.C. Art Science Evening Rendezvous (DASER), Washington, D.C. (2015)  
“Museums and Makers Inspiring Each Other,” Creative Museums Dissemination, Dublin, Ireland (2015)  
“Learning Art and Science Through 3D Scanning and Printing,” NYCMER, New York, NY (2014)  
“3D Printing: Infinite Possibilities and New Challenges for the Art World,” IFAR, New York, NY (2014)  
“3D and Copyright,” New York Bar Association, New York, NY (2014)  
“Coloring the Temple,” Artifacts: A Gathering of Innovators in Art and New Media, New York, NY (2014)  
“MediaLab at the Met,” Creative Museums Dissemination Event, Cap Science, Bordeaux, France (2014)  
“The Value of 3D Printing to the Cultural Sector,” 3D/DC, Washington, D.C. (2013 & 2014)  
“Let’s Hack the Met,” We Are Museums, Vilnius, Lithuania (2013)  
“Remix the Museum,” CultureTech, Londonderry, Northern Ireland (2013)  
“Digital Humanities Unicorn,” MCN Ignite, Montréal, Canada (2013)  
“All Art is Made By by Makers,” MakerFaire, New York, NY (2013) (Editor’s Choice)  
“What’s the Point of a Museum MakerSpace?” MCN Seattle, WA (2012)  
“3D Workshop at Metrix Create:Space,” MCN Workshop, Seattle, WA (2012)  
“The Semantic Web in Practice,” MCN Portland, OR (2009)

## **LEADERSHIP**

Harvard MetaLab Beautiful Data Workshop, Cambridge, MA (2014)  
Getty Leadership Institute NextGen Leadership Development Program, MIT, Dedham, MA (2012)

## **CONSULTING**

Expert Consultant, Creative Museums, Erasmus+ funded project (2014-Present)  
Innovation Strategist and Advisory Board Member, Hyphen Hub (2015-Present)  
Chair, Vatican Art & Technology Council “Creative Lab” Committee (2015-Present)  
Visiting Researcher, Georgetown University (Jan 2016 - Present)  
Technical Partner, ConservationSpace, Andrew W. Mellon Foundation Program (2009-2015)

## **PUBLICATIONS**

“3D Printing: Infinite Possibilities and New Challenges for the Art World,” *IFAR Journal*, Vol. 15 (2014)  
“All Art is Made by Makers,” *Make Magazine*, Issue 37 (2013)  
Digital Underground, Author, co-author and editor for 25+ blog posts (2013-Present)

## **EVENTS**

MediaLab Intern Expos, Metropolitan Museum of Art, New York, NY (2014-2015)  
Met/Makerbot 3D Hackathon, Metropolitan Museum of Art, New York, NY (2012)  
Host/MC, Hyphen Hub “Visions of the Future” performance event (2015)

## **EDUCATION**

University of Florida, Gainesville, FL  
Bachelor of Science, Computer Science