

**Hello.**

I'm **Ivaylo Getov** and this is my **CV**.

You can reach me at **contact@ivaylogetov.com** and **310.384.6382**.

I'm an Interactive Producer/Director and Media Artist. I specialize in **Creative/Technical Direction, Interaction Design**, and **Software Development** for public experiences that **use technology to bring people together** and have a good time.

In 2015 I co-founded Luxloop, a creative technology studio based in NY and LA where we brought our background as filmmakers to developing interactive stories with artists, museums, and brands.

## **Selected Projects**

### **Ian Cheng: BOB** - Serpentine Gallery, London (Spring 2018)

- Worked with artist Ian Cheng to develop visitor-tracking and interaction tech installation
- Developed and installed 6-DOF tracking system on-site
- Developed emotional-recognition algorithm to enable rich personal interactions using custom app and face-tracking camera on iPhone X.

### **After ALife Ahead** - Skulptur Projekte Munster, Germany (Spring 2017)

- Worked with artist Pierre Huyghe to develop an AR component to his large scale site-specific installation
- Led the app-development team to create iOS and Android AR apps allowing for site-specific shared AR experience

### **Soy Cubana** - Havana, Cuba (2016)

- Co-director and cinematographer of short documentary film about all-female Cuban acapella quartet "The Vocal Vidas"
- Winner of eight audience and jury awards including: Best Short Documentary: Red Rock Film Festival; Audience Award: New Orleans Film Festival
- Official Selection at over 25 film festivals
- Currently expanding into feature film

### **Black Cloak** - Art Basel, Miami (2016)

- Developed real time immersive video environment for pop-up dinner with Michelin-Star chef Vicky Cheng and renowned pastry chef Andrés Lara.
- Co-produced/Co-directed original content designed for 4-wall surround projections
- Created custom show-control system

### **Overheard** - Minneapolis Institute of Art (Winter 2016)

- Tasked by the museum to develop experience to "reconnect visitors with the permanent collection"
- Co-Produced/Co-Directed immersive audio-based AR project.
- Developed native iOS app and custom back-end server for dynamically changing audio content available based on artworks on view
- Winner: Gold - Horizon Interactive Awards in "Interactive Public Exhibit & Museum" category

### **Pigments** - Interactive Music Video (Spring 2016)

- Produced and was lead Developer on interactive music video for LA-based artist Elohim
- Winner: Gold - Horizon Interactive Awards in "Experimental & New Technology Websites" category

## Teaching, Lectures, and Talks

### Woodbury University - Applied Computer Science Department (Fall 2017, Spring 2018)

- Adjunct Professor
- Developed and taught new “Mixed Reality Studio (AR/VR)” course.

### CalArts - Music Technology: Interaction, Intelligence & Design (March 2017)

- “Guest Forum” speaker
- Showcased recent work and process

### Eyeo Festival 2016

- Ignite Talk: “The UX of Story” with Luxloop partner

### NY Tech Meetup (March 2012)

- Presented Luxloop recent work and upcoming *Overheard* project

### Agencia de Apoyo a la Arquitectura de Barcelona - Agency for the Support of Architecture, Barcelona March 2012)

- Guest Lecturer: “Urbanism in Media”.

### University of Arizona, Tucson - College of Architecture, Planning, and Landscape Architecture - (November 2011)

- Guest Lecturer: “Urbanism in Media”

## Skills

I’ve spent a lot of time both working and teaching in **Unity**, but depending on the project I’m just as happy to use **TouchDesigner**, **OpenFrameworks**, or start soldering-up some custom circuits for a **Raspberry-Pi** or **Arduino**.

I’m quite good at **getting things to talk to each other**. I build custom back-end APIs, usually in **node.js**, that enable cool possibilities like sharing information in **realtime across many users**, getting up-to-date data, or **authentication**. I’ve been a web nerd since geocities was a thing, so I’m not too shabby at all that **front-end** stuff either. When I’m looking to relax, I pull up my dotfiles and start writing bash scripts. I wish I was kidding.

I went to school for **cinematography** and **directing**, and my favorite projects are the ones where I get to be a tech nerd *and* a creative director or producer at the same time. I love **working with actors**, especially if it’s for something interactive or nonlinear.

## Other Stuff

I was born in Sofia, Bulgaria and I have lived in Brooklyn, South Africa, and Havana. Currently I’m based in Los Angeles. I am a US and EU Citizen, which comes in handy. I struggle with finding the best description or title for what I do because I don’t think the perfect word exists yet. Some adjectives that have been used to describe me include: Director, Coder, Artist, Professor, Photographer, Designer, Programmer, Producer, Consultant, and Karaoke Superstar.