

# Anna Carreras Sales

## Education

Senior Telecommunication Engineer specialized in cultural interfaces and interactive installations.

- 2005 - 2007 Msc in Information, Communication and Audiovisual Media Technologies at University Pompeu Fabra. Master thesis entitled Interaction Design for Informal Learning Environments for Children. A study of theories and projects to create interactive experiences for learning through play.
- 2003 - 2008 Member of the Experimentation on Interactive Communication research group at University Pompeu Fabra. Research focused on interactive design, immersive spaces and natural full body interaction and user experience.
- 2001 - 2004 Msc in Telecommunication Systems Engineering at Technical University of Catalonia.
- 1997 - 2000 Bsc in Telecommunications Engineering at Technical University of Catalonia.  
Visiting student at Technological Institute, Nanterre University, Paris X.

## Festivals and fairs (selection 2014-15)

20nd Digital Art Fair of Barcelona. Presenting the project My City My Playground.

Interview at Eye Catalunya: an interactive platform where people from all over the world can meet and interact with the most innovative creators living in Catalunya.

MIRA, Visual Arts Festival. Barcelona. Presenting the project Genera Esfera. <http://www.mirafestival.com>

DevArt, art made with code. Finalist of the 1st Google award.  
Presenting the project Freedom of Speech Kit.  
<https://devart.withgoogle.com/>

## Teaching

- 2010 - 2015 Teaching Processing for designers at Elisava, Barcelona School of Design and Engineering; Processing at BAU, Barcelona Design College.
- 2008 - 2015 Teacher of Interactive Music and Visuals Generation. Master in Digital Arts at University Pompeu Fabra.
- 2008 - 2009 Teacher of Interactive Digital Video. Master in Digital Video at University Pompeu Fabra.

## Experience

- 2013-2014 Founder and CEO at Etc Inventions, a cooperative company that creates rich interactive applications and non conventional experiences.
- 2010 - 2013 Director of technology at Reactable Systems, project manager for custom interactive musical projects.
- 2010 - 2012 Project manager and developer at PingPongTechnologies. Interactive projects for museums and brand spaces.
- 2008 - 2010 Director of technology at Cuatic, physical interactive installations for communication, marketing and events.
- 2003 - 2008 Member of the Experimentation on Interactive Communication research group at University Pompeu Fabra. Designer and developer of cultural projects for museums and events.

## Publications (selection)

Carreras, A., Pujol, J. Presenciality / Virtuality: Relations between the theatre and the digital world in Dea Loher's Land without words. International Federation for Theatre Research Annual Conference (IFTR/FIRT'13 Re-Routing Performance / Re-caminant l'escena). Barcelona (2013).

Carreras, A., Sora, C. Coupling digital and physical worlds in an AR magic show performance: lessons learned. IEEE/ACM International Symposium on Mixed and Augmented Reality, ISMAR 2009. Florida, USA (2009).

Carreras, A., Parés, N. Designing an Interactive Installation for Children to Experience Abstract Concepts. Macías, J.A., Granollers, T., Latorre, P.M. (ed.) New Trends on Human-Computer Interaction. Research, Development, New Tools and Methods. Springer, pag. 31-40 ISBN: 978-1-84882-351-8 (2009).

Parés, N., Carreras, A., Durany, J., Ferrer, J., Freixa, P., Gomez, D., Kruglanski, O., Parés, R., Ribas, J.I., Soler, M., Sanjurjo, A. Starting Research in Interaction Design with Visuals for Low Functioning PAS Children. CyberPsychology & Behavior. Mary Ann Liebert, Inc. publishers, New Rochelle, NY, Vol. 9, No. 2 (2006).

Parés, N., Durany, J., Carreras, A. Massive flux design for an interactive water installation: WATER GAMES. Proceedings of the ACM SIGCHI International Conference on Advances in Computer Entertainment Technology, ACE'05. ACM SIGCHI, Valencia (Spain), June 15-17, pp. 266-269. (2005).

Parés, N., Carreras, A., Durany, J. Generating meaning through interaction in a refreshing interactive water installation for children. Proceedings of the 4th International Conference on Interaction Design and Children, IDC2005. ACM SIGCHI, June 8-10, Boulder, CO. (2005).

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