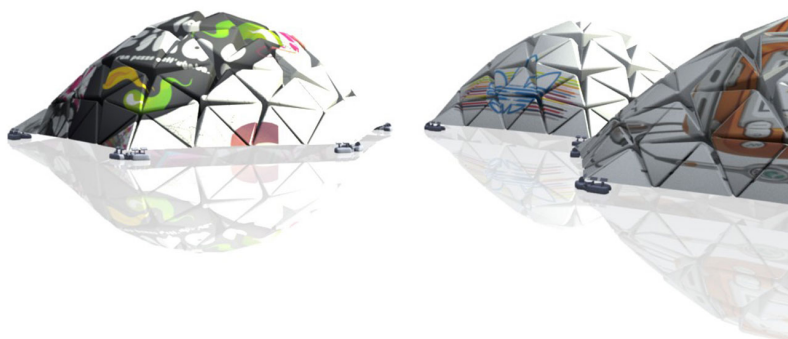
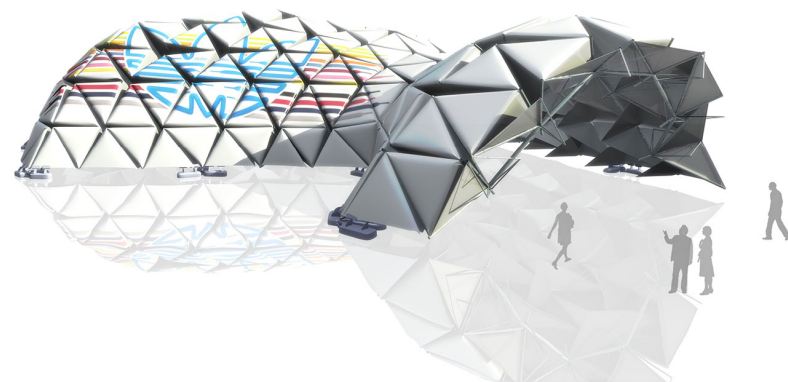


Marcela Godoy

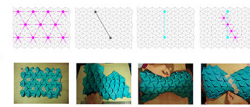
Portfolio 2018 | Selected Works

<http://godoymarcela.com>



* Research

How to increase the strength of materials?

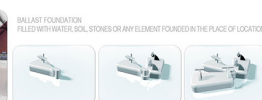
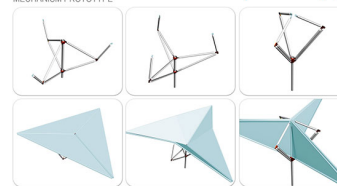


* topological possibilities building system

* Development



MECHANISM PROTOTYPE



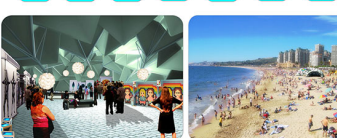
* Foundations

SOME VARIATIONS OF SHAPE

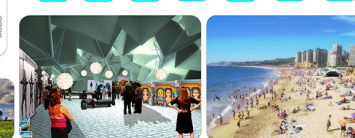


* Panels

PANEL VARIATIONS TO CONTROL LIGHTING AND VENTILATION



* project images



Foldface: Transformable Architecture

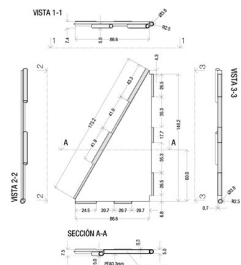
2012 and 2007

This project is the continuation of my bachelor's thesis called "New Construction System Through Digital Modeling Strategies" and also is an application of what I learned in my master program ITP. In my opinion, using technology we should think of buildings like organisms capable to transform and move as a result of the interaction with people and their behavior and changes of the environment.

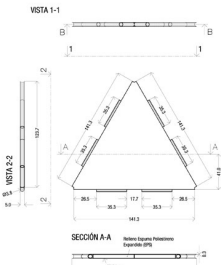
This study is a research to design and develop a modular, structural and active piece that can generate an interactive surface, something like a "kinetic brick". This transformable architecture is a series of experiments exploring math, physical computing, geometry, mechanisms, and ways to generate dynamic architecture.

More: http://godoymarcela.com/Foldface2007_web.pdf

PANEL 01 (medidas en cm)

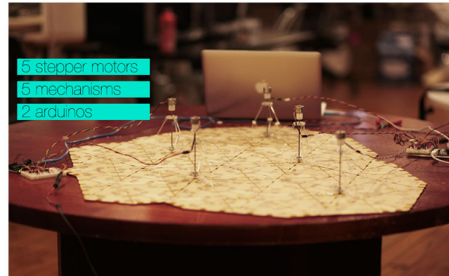
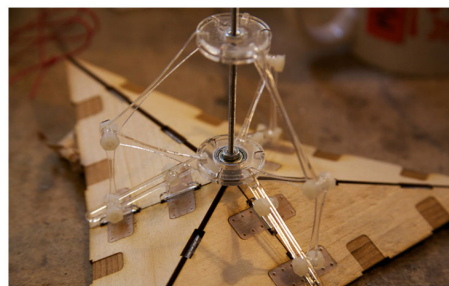
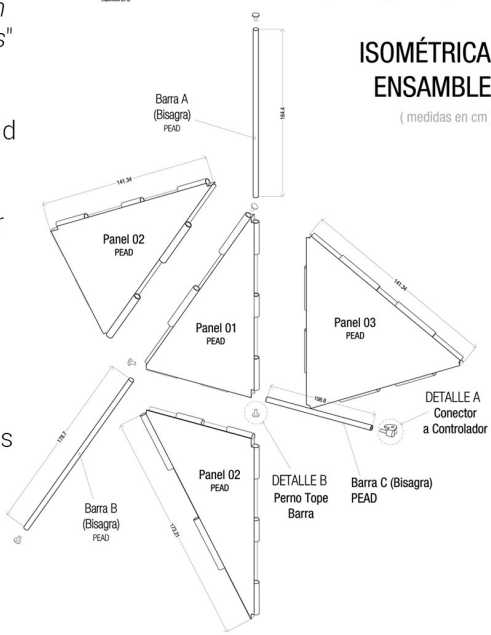


PANEL 03 (medidas en cm)



ISOMÉTRICA ENSAMBLE

(medidas en cm)



Connecting Light

September 2012

I worked on this project as a part of the team of the collective YESYESNO, that included Zach Lieberman and Molmol Kuo. In this project, I developed and calculated the physical part of the project, designing and fabricating customized 3D printed pieces, making drawings, renders and instructions in order to explain to the volunteers how to assemble around of 400 balloons used in this interactive installation along Adrian's Wall in the UK.

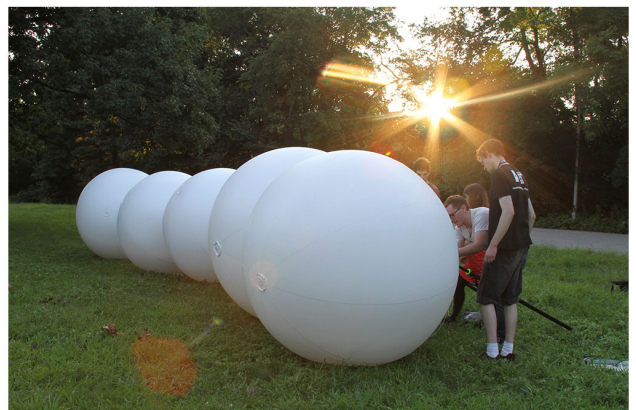
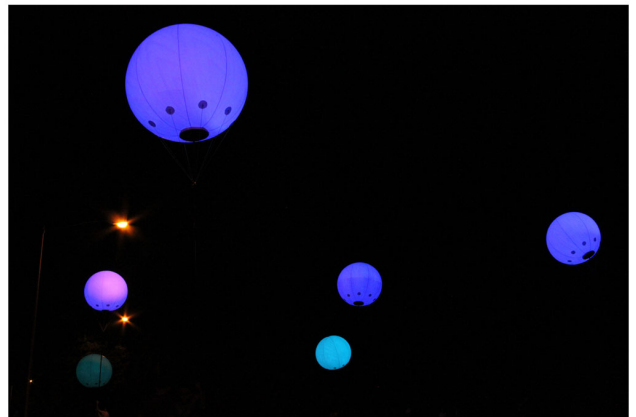
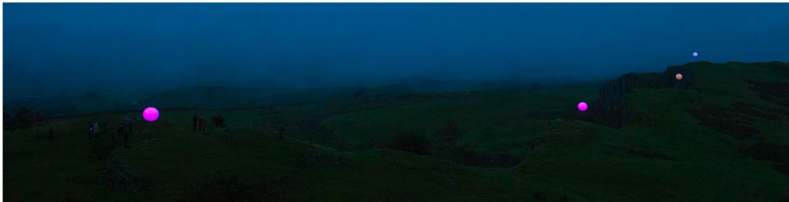
Connecting Light explores opposing ideas of borders and connection through landscape art installation, open-source electronic hardware and software, and networks. Hundreds of six-foot-in-diameter balloons, equipped with high-powered LEDs driven by radio devices, illuminate Britain's greatest Roman monument: the Hadrian's Wall World Heritage Site.

Arrays of balloons are distributed among several Hadrian's Wall viewing locations, creating a land-scale communications network transmitting audience-generated messages—represented as pulses of brightly colored light. Messages can be viewed on-site from Friday, August 31 through Saturday, September 1; remote audiences can personalize, transmit, and see messages via this Web site. “

more information:

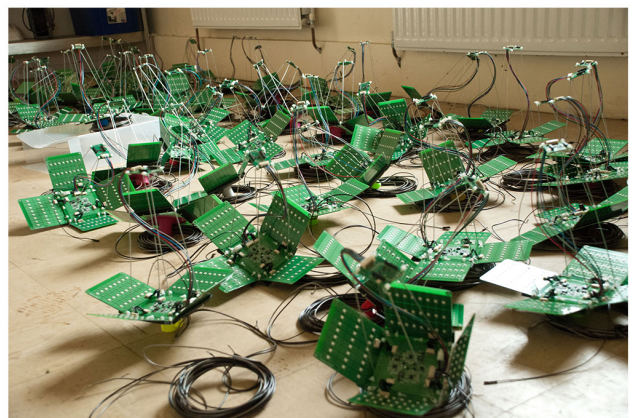
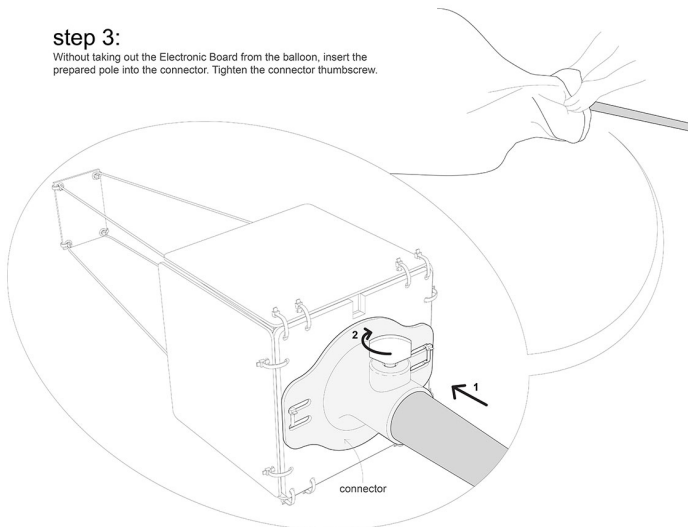
<http://connectinglight.info>

<http://www.yesyesno.com/connecting-light/>



step 3:

Without taking out the Electronic Board from the balloon, insert the prepared pole into the connector. Tighten the connector thumbscrew.



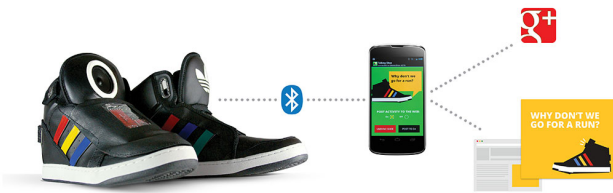


Google Talking Shoes

March and June 2013

This is a project of Google, YesYesNo, and the advertising agency 72andSunny. It was exhibited at the festival SXSW 2013 in Austin, Texas, and also at the Cannes Lions Festival 2013 in France.

My work in this project was to participate in everything related to the shoe design, and the process of hacking it, along with developers of the electronic PCB's and the phone application. In this process I was in charge of designing how to integrate electronics into the shoe, to protect them from damage due to movement and possible shocks. I designed and 3D modeled pieces that were 3D printed after. These pieces were mainly cases to cover and protect the electronics, and to amplify the sound, in the case of the speaker.

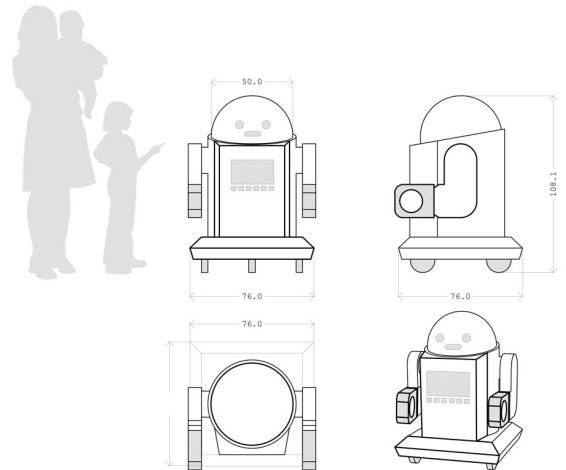


The YesYesBOT

October 2013

YesYesBOT is a robot commissioned by Intel to introduce its brand new board based on Arduino micro-controller: Intel® Galileo.

I worked on the physical construction, designing the look, 3D printing parts and using old electronic junk to give the robot a vintage aspect. Also, I designed the mechanism for the dispenser inside, which works with a servo motor activated by a phone app.



R2D2

May 2013

This project was commissioned to YesYesNo for a Star Wars themed wedding. The robot needed to be real scale and remote controlled to move the way it moves in the movie. I was in charge of all related to the hardware design, including mechanisms and considering the inclusion of electronic parts such as sensors, speakers, lights, batteries, and micro-controllers. All the 3D files are free to download on Thingiverse web site.





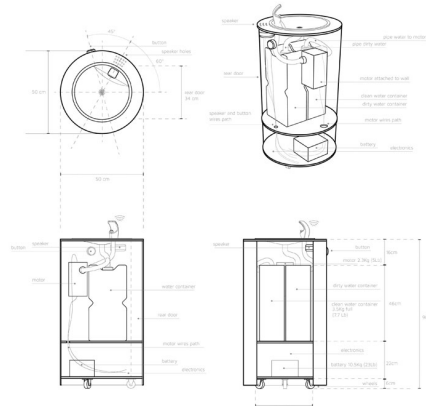
Drink Up Fountain

June 2014

Drink Up was formed among the Partnership for a Healthier America – which works with the private sector and PHA Honorary Chair First Lady Michelle Obama, dedicated to encouraging people to drink more water more often.

The Drink Up Fountain dispenses entertaining greetings and compliments intended to entice the drinker to continue sipping. When a drinker's lips touch the water, the fountain "talks," completing a circuit and activating speakers.

This fountain was developed by YesYesNo. My work was to design the fountain, produce drawings, renders and real size working prototypes for the fabricator, also to set up electronic components and hardware.



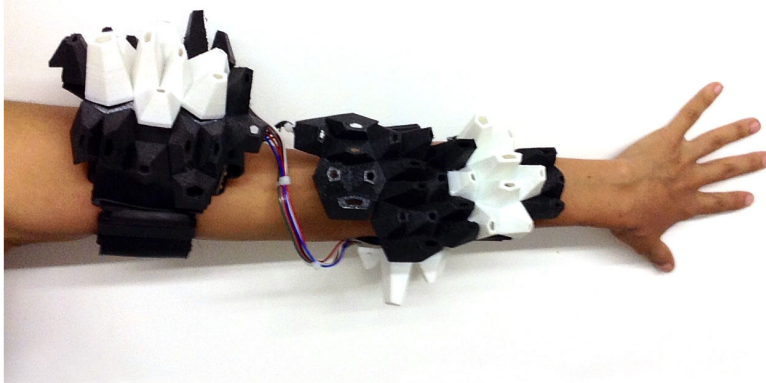
SuperFeel

October 2014

This was an R&D project of YesYesNo, an interactive installation designed to be only exhibited at Cinekid Festival in Amsterdam.

This project takes small forces from the hands of participants and scales them up, creating a stage where air, wind, fog, vibration can affect a crowd. The installation features wearable devices with embedded sensors, which are worn by users who then use their muscles and body gestures making a "playable" space.

I designed and produced the hardware consisting of a series of wearables, which were made combining flexible and regular 3D printing material. The wearables have embedded muscle sensors, powered by a portable battery, which sends biometric signal data wirelessly in real time. The sensors are small electrodes that need to be placed in certain places on the arm.



elle, e-Waste Jewelry

2013 and 2015

A project inspired by all every day electronic devices and the speed with which they are discarded nowadays.

As a graduate student in a program related to technology and design, particularly electronic waste called my attention. Trying to find a new use for discarded items, I started this project rescuing and transforming cables into an object that can be used in our daily life with a whole new meaning.

Later, as an artist in residence at LES Ecology Center of NY I created a collection of necklaces, which more than products are a statement, and an open source idea to encourage people to upcycle their own electronic waste.

Also I designed the web site of this project:

<http://elle.godoymarcela.com/>



Enabling Wearables

2012 and 2018

A collaboration with Michell Johanna Cardona, ITP Alumnus, and NYU adjunct instructor.

"Sobering numbers show that 1 in 3 women have experienced physical or sexual violence, mostly by an intimate partner; about 120 million girls have been forced into intercourse or other sexual acts at some point in their lives; and 133 million women and girls have undergone female genital mutilation."

<http://www.unwomen.org>

Enabling Wearables is 3D printed jewelry, and a visualization created from UN Women database, which shows the percentage of women who have suffered sexual abuse from their partners across the globe.

Enabling Wearables resembles also self-defense weapons to empower women and raise awareness about this problem that many of them suffer every day.

The project is the final project of the course Sculpting Data Into Everyday Objects, taught by Professor Esther Cheung. This course, from the Interactive Media Arts program at New York University, challenged students to develop their own "non-linear design process" through combining programming, 3D modeling and digital fabrication technology toward the making of an everyday data object.

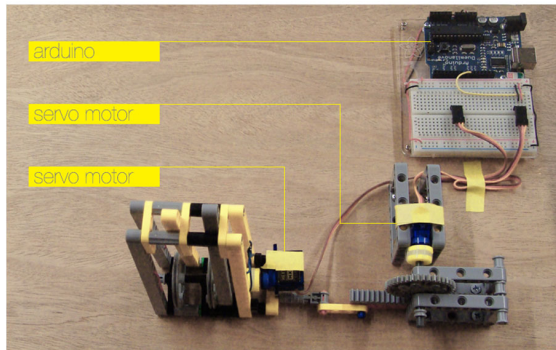
Software used: Rhinoceros, Python, Processing, Cinema 4D



Keyboard Cat

November 2011

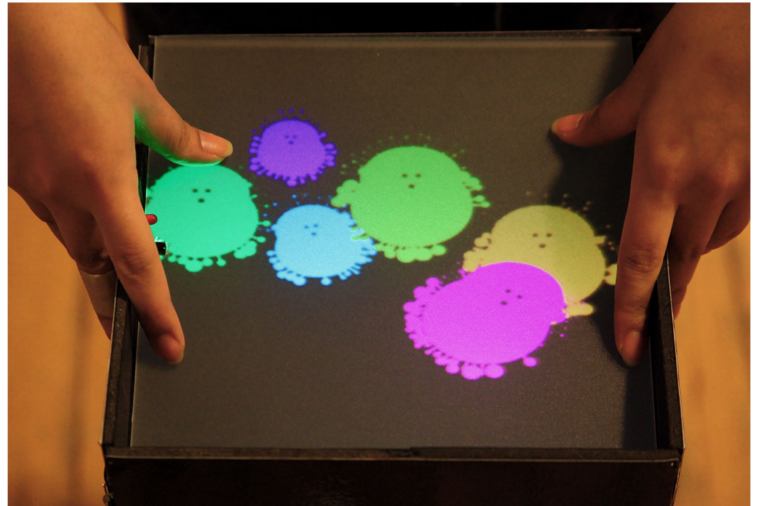
An interactive cat that plays piano, as well as an exploration of interaction, mechanics, and animatronics. Combining technology and a handmade character, and using legos to make a mechanism controlled by communication between Processing and Arduino.



Blah Blah Blooby

May 2012

This is an interactive game installation programmed with Processing and Arduino, as a final project for the class Nature of Code at ITP, taught by Daniel Shiffman. The user can interact and play the game tilting the panel, which will make the characters move, react and scream when they are falling down.

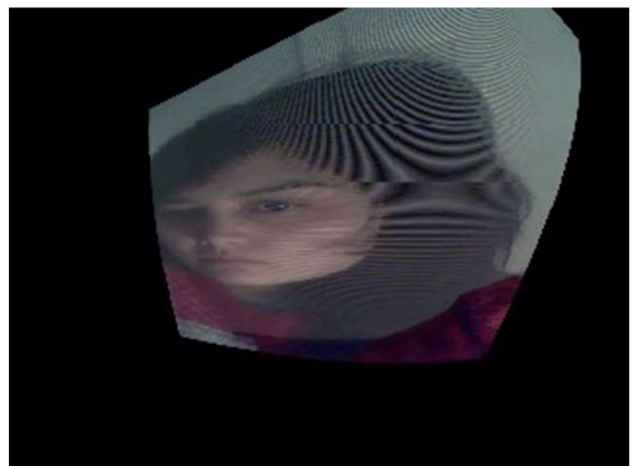
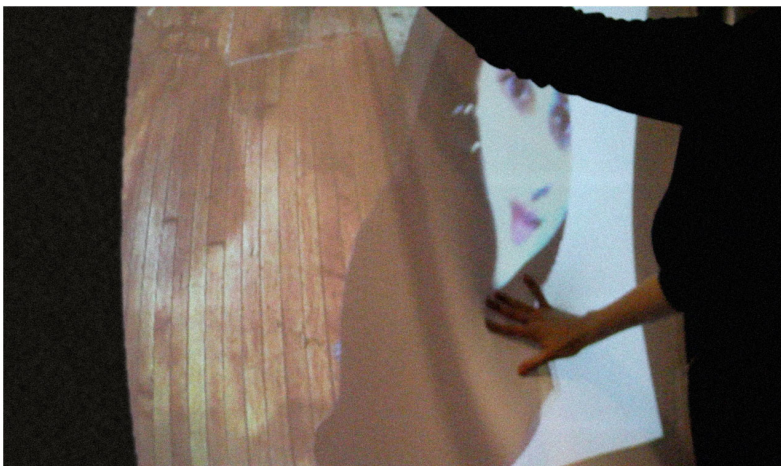


Malleable Screen

May 2011

I wanted to work on a project which creates a relationship between material and image through interaction. The project is made of a material capable of being distorted, and the main goal was to connect physical and digital distortion through physical computer interaction.

I used a Kinect sensor to map the depth and the position where the material was distorted, as well as a separated webcam to live capture the user interacting with the screen, which was projected from behind.



SiGraDi 2013

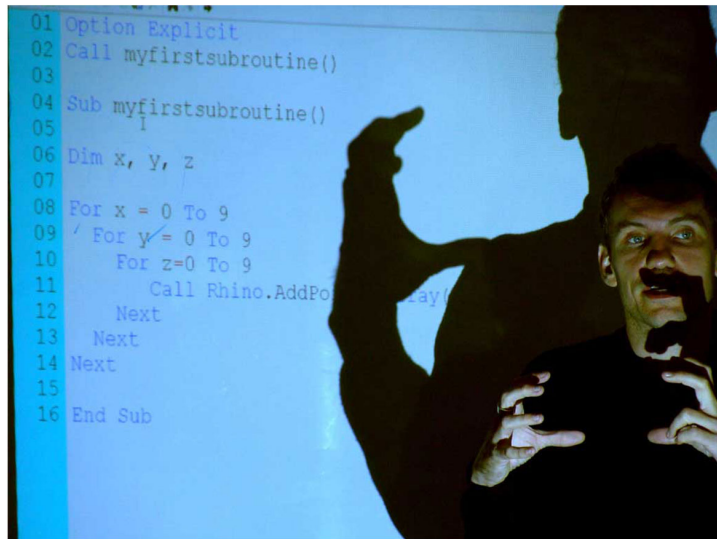
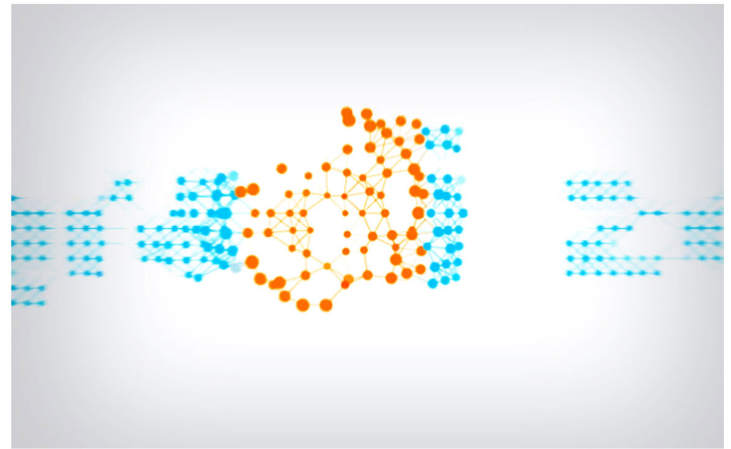
2013

I designed the graphic identity for Sigradi 2013: Congress of Iberoamerican Society of Digital Design, that will take place in Valparaíso Chile. This work consisted in the design of a logo and animations. The logo was coded in Processing and the animations were made in After Effects.

More information about Sigradi 2013:

<http://sigradi2013.org/>

The Sociedad Iberoamericana de Gráfica Digital, SiGraDi (Iberoamerican Society of Digital Graphics) gathers researchers, educators and professionals in architecture, urban design, communication design, Product Design and Art whose work involves the new digital media. It is an organization sister to ACADIA, eCAADe, CAADRIA and ASCAAD.



Technologies, Strategies and Projectual Methods

2009

In 2009 I founded Bangs! collective, a team of four students and two alumni of Santa María University's School of Architecture, in Valparaíso, Chile. We organized an event called T.E.M.P: Tecnologías, Estrategias y Metodologías Projectuales (Technologies, Strategies, and Projectual Methods) that consisted in a one-week workshop in Valparaíso, and a two-day seminar held in Santiago and Valparaíso. The Workshop explored the possibilities of programming as a way to research and develop in architecture, contemplating a theory and practice, including the construction of an installation designed by Marc Fornes, which was built by the people who attended the workshop.

Marc Fornes is a French architect DPLG (diplômé par le gouvernement) and Master of Architecture and Urbanism from the Design Research Lab of the Architectural Association in London. He founded THE VERYMANY: a design studio and collaborative research forum engaging the field of architecture via what he qualifies as "*Explicit and Encoded protocols*".

<http://theverymany.com/constructs/09-anoblums/>

Some other guests:

Tristan Al-Haddad (USA)

Pablo C. Herrera (Peru)