

Rodolfo Magnus

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Dear Artist Selection Panel,

We'd like to introduce ourselves:

RODOLFO MAGNUS

I am a creative artist, designer, producer, inventor with a 3 decade career. I moved to the Austin four years ago and fell in love with it. Austin has the perfect blend of history, progress, art, education, and greatness. I offer 30 years of experience from projects all over the world to the University Hills Branch Library. I will bring all of my artistic experience and passion from my previous projects as well my global perspective to help make this library become a landmark. I truly understand the importance of designing public art works that are beautiful, meaningful, safe, vandal-proof, and durable.

I have worked with both public and private clients on a number of projects including a World Heritage project in Queretaro, Mexico, as well as on several public installations. Notably, I have collaborated with the City of Queretaro and the National Institute of Anthropology and History, the federal government agency tasked with preserve's Mexico's cultural heritage and monitored by UNESCO.

I have successfully completed projects with budgets over \$1,000,000 as well as projects for under \$1,000 with the same level of passion, quality, and performance. The majority of these projects were both designed and fabricated by me. For some of the larger projects, I hired and supervised crews of over 100 people and I am used to team with local contractors around the world.

Although my past projects vary greatly in style, scale, and material, all can be described as collaborative and context-specific. I've worked closely with other artists, designers, students, homeowners, architects, and organizations such as cities and schools. I always take into consideration a site's natural character, and I strive to create art that is enhancement to the space it inhabits and engages the community.

LISA B. WOODS

I am an artist, designer, and community organizer.

As an artist, my passion is to create interactive installations that invite people to share stories, express themselves, and experience their surroundings in a new way. Most of these works seamlessly integrate physical and digital elements.

As a designer, I work at an award-winning technology design and innovation company where I collaborate with designers and clients to solve current problems and envision the future. As I design complex products, I focus on simplicity, beauty, human-centeredness, and detailed execution. Our global clientele includes large corporations, startups, and charitable organizations.

As a community organizer, I lead the Austin Interactive Installation Meetup, dedicated to the exploration of art, technology, and human connection.

I earned my MFA in Design from the California College of the Arts in 2013.

OUR TEAM

As a team, our approach for this project is to truly understand the site and its context:

Collaboration

- We will exercise strong design collaboration with your designers, supervisors, and the community.

Research

- We don't stop asking questions until we fully understand the needs, the spirit, nature and the space of the project.
- Our in-depth investigation will consider the library's natural, physical, geographic, historical, and cultural context.

Concepts and Models

- We will create alternatives and variations to study a range of possibilities varying in form, scale, and cost.
- Sketches and renderings will capture and express the tone and nature of an idea.
- Visual tools like video and animations will give stakeholders a glimpse of how specific features will look and feel.
- We will also create scale models and 3D models to visualize how the artwork will look from all angles
- 3D printers and CNC machines will allow us to create effective mock-ups and parts.
- Illustrations, animation, and models will ignite your excitement and paint a clear image of the final creation.
- Iterative mock ups will give us time to adjust and improve the project's real-world execution.

Materials

- We will examine material samples to make the best choices for the requirements of the project, to capture the correct mood, and to insure the safety and durability of the art at the library.
- We will investigate a range of materials, from wood, granite and artificial rocks, to glass and stainless steel.
- We will be open to integrate sound, and light as part of the artwork to enhance it and make it unique.
- Whenever possible, we integrate technology to give life to our creations with motion, color changing lighting while always considering durability under Austin's extreme weather conditions.

Execution and Fabrication

- Extreme care and precision goes into everything we do.
- We will develop detailed construction documents to cover mechanical, electrical (if needed), and architectural detailing from an engineering perspective to guarantee flawless execution.

We understand the role quality plays in the long-lasting success of a client's project. Our projects have passed the test of time. With low maintenance and high success, we've created a better quality of life by making great places to spend time with our friends and families for years to come.

Rigorous engineering reviews enable us to turn each project vision into tangible magic. But, if needed, we return to

ensure the longevity of the project when an occasional touch-up or repair is needed. Our projects are engineered to take advantage of newest manufacturing technologies to ensure exemplary performance. The right planning and coordination ensures smooth construction.

We will be embracing the goals of the project until we fully understand it, and then we will apply our capabilities to make it another success story integrating elements that show Austin's natural environment, history and vision of the future.

We want to design piece that reflects the community and is a beautiful landmark that can admired by day as well as by night, all year round. Given the opportunity, we create a visually engaging focal point for local and tourists—an artwork that will be a point of pride for the community.

Sincerely,
Rodolfo Magnus and Lisa Woods

Image List for Rodolfo Magnus



Magnus_1.jpg

Tempo Skylines

Boggy Creek Park, Austin, TX
October 2015

40' by 6'

Wood, ABS, Fiber Optic, Aluminum
10,000

A colorful fiber optic cable sculpture that produces a vibrant lighting sequence in reaction to motion. Created in partnership with sculptor Melissa Borrel and Hanna Lupico



Magnus_2.jpg

Lilly Pad Fountain 12' diameter by 15' height

Oslo, Norway Stainless steel, Glass
Summer 2014 250,000 euro

Decorative water feature for a public plaza



Magnus_3.jpg

Clock Fountain 20' by 5' by 12'

Queretaro, Mexico Granite, concrete, Brass, slate, aluminum
Feb 2007 120,000

12 tier water feature that tells time with bells and dancing water jets



Magnus_4.jpg

Star wars home theater and r2d2 replica

Queretaro, Mexico
2008

25' by 25' by 8'

plastic, wood, aluminum, steel, glass,
fiberglass
150,000

High end Star Wars themed 4d theater and lifesize replica of r2d2



Magnus_5.jpg

Plaza Mariano de las casas fountain

Queretaro, Mexico
2008

150' by 50'

Quarry, brass, steel, PVC
1,000,000

A 1000 nozzle, 350 HP , 1000 led light, 64 pump, 300,000 watt musical dancing fountain. An artistic high tech marvel that fits seamlessly in this historic plaza part of the World Heritage monitored by Unesco



Magnus_6.jpg

Asunder's "Live at the Dead Horse Drum"

E. 7th st. Austin, TX
2015

Downtown Austin, Tx

Iphone app, iBeacons, audio, video, music, augmented reality and illustration
65,000

A 4d multimedia Attraction for children with a toy factory and 15 synchronized screens. Enjoyed by over 100,000 visitors in 2 weeks



Magnus_7.jpg

Rooster Teet's "Murder at RTX"

Austin Convention Center/Jw
Marriot Austin TX
2015

30ft by 40ft

vintage furniture, theatrical lighting, projectors, video displays, live actors
15,000

A 3 day interactive murder mystery experience for 45,000 attendees of the annual RTX conference. An Innovative fusion of fiction, theatre and mobile technology



Magnus_8.jpg

Handmande Stories

California COLlege of the Arts, San Francisco
2014

2ft by 2ft plus projection area

wood, ipad, projector, laptop, projection surface, electronics
\$2,500

An interactive digital installation using mobile technology and projection. This art installation invites gallery attendees to contribute a portrait of their hand and a drawing



Magnus_9.jpg

The Digital Dreamer

Austin Mini Maker Faire

2015

15ft by 8ft

Projector, paper, wood, electronics

1000

An interactive projection mapped mural. Over a 2 day event more than 6,000 participants interacted with the project to alter the time of day and trigger secret animations



Magnus_10.jpg

Fragment

3 ft tall

Austin, TX

Fired clay

2012

1,000

Ceramic sculpture with high gloss glaze



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I am an artist, producer, designer able to provide a wide range of entertainment design and production services. My clients consider me an experienced and talented professional artist knowledgeable in several fields of themed entertainment using state-of-the-art technology.

My projects are success stories of providing a broad range of services in the areas of themed entertainment, multimedia attractions, show control, 3D animation, interactive exhibits, multimedia shows, animatronics, robotics, SFX, musical fountains, 4D theaters and simulators, TV production, digital video, and VFX production.

I've designed and built artistic and creative turnkey themed attractions and musical fountains for amusement parks, family fun centers, public plazas, shopping malls, hotels, science centers, museums, fairs, exhibitions, world expos. Many of these attractions have transformed the places where they have been installed—improving their look and feel, attracting visitors, and attracting business to the area.

EXPERIENCE

Owner and CEO, Magnigadgets, LLC Austin, TX 2011-Present

- Themed entertainment
- Stage design
- Museum attractions and exhibits
- Theme park attractions
- Multimedia shows
- 3D Projection mapping
- 4D Theater design and manufacture
- Electronic control system design and manufacture
- Event control system design and manufacture

Owner and CEO, Magnifountains Austin, TX 2012-Present

- Computerized musical dancing fountain design and manufacture
- Submersible LED light design and manufacture
- LED fixture design and manufacture
- Robotic fountain module design and manufacturing
- Pump and light control system design and manufacture
- LED light fixture driver design and manufacture

Founder, Owner and Board Member, Magnus Producciones Queretaro, Mexico 1993-Present

- TV production and digital video
- 3D animation, CGI, and visual effects
- Photography
- Robotics, pneumatics, and hydraulic systems
- Microcontrollers and embedded systems
- Special effects design and production
- Exhibit design and manufacture
- Machine design and manufacture, automation, metalworking, CNC
- Ride design and manufacture
- Multimedia show content production
- Stage and prop design and manufacture
- 4D Seat design and manufacture
- Ride, attraction, and show design, manufacture, operation and maintenance
- Computerized musical dancing fountain design and manufacture
- Movie theater conversion to 4D
- Drone design and development for aerial cinematography



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Technical Skills

Photography, lighting design, CNC, 3D printing, fiberglass sculpting, mold making, 3D animation, special effects, visual effects, projection mapping, audio-visual technologies, stage design, metalworking, machining techniques, programming languages, embedded systems, Photoshop, After Effects, Illustrator, Premiere, 3D Studio Max, robotics, electronics design, telecommunications, networking, multimedia techniques

Project Leadership Skills

Creative artistic leader, manager and consultant experienced in large-scale projects. The artistic skills imaging new ways to communicate and convey a message with the organizational, leadership and technical skills to successfully interact with staff, customers, and suppliers. Experience in all aspects of personnel and project management. Depth of technical knowledge of current technologies and trends. Able to develop successful projects with small budgets and restricted time. Successfully led million-dollar projects from concept to completion.

SELECTED PROJECTS

Pearl Harbor Exhibit 2014, Budget:\$100,000

Description: WWII-themed museum attraction about the Pearl Harbor attack in 1941
Commissioned by: USS Lexington Aircraft carrier Museum, Corpus Christi, TX
Role: Designer, producer, fabricator, installer

TEMPO Skylines 2015, Budget: \$10,000

Description: Partnered with Melissa Borrell design to develop a colorful light sculpture for the Tempo project
Commissioned by The City of Austin's Art in Public Places
Location: Austin, TX
Role: head engineer, lighting designer, lighting programmer, fabricator, installer

Coca-Cola Pavillions 2007 to 2010, Budget: \$70,000 to \$120,000 per season

Description: Yearly Nationwide contest winner to develop multimedia attractions and rides for children and families. Received 120,000 visitors over 2 weeks.
Commissioned by: Coca-Cola Company
Location: Christmas State Fair Queretaro, Mexico
Role: creative concept designer, content creator, head engineer, fabricator, installer

Dancing Fountains 2007 to 2015, Budget: Ranged from \$100,000 to \$1,000,000

Description: Five decorative water features for public plazas in Oslo, Norway
Commissioned by: Fontene Teknisk
Location: Oslo, Norway and Queretaro, Mexico
Role: designer, manufacturer, water choreography designer, head engineer, control system designer and manufacturer, light fixture design and manufacturing

Siam Ocean World Aquarium 4D theater 2007, Budget: \$250,000

Description: Special 4D seats for a 4D theater that move, grab visitors' legs, blow air, spray water, and vibrate in sync with the film
Commissioned by: Siam Ocean World Aquarium
Location: Siam Paragon Shopping Center, Bangkok, Thailand
Role: seat designer, manufacturer, installer

EDUCATION

1983 - Queretaro University, Queretaro, Mexico

B.A. English Language

1988 - Queretaro Technological Institute, Queretaro, Mexico

B.Sc. Computer Systems, Summa Cum Laude

2013 - Reynolds Advance Materials, Dallas, TX

Mold making and casting seminar

2000 - Industrial Light and Magic, Mexico City

Behind the Magic seminar and VFX workshop: "Star Wars," "The Phantom Menace," and "The Mummy"

2000 - Manex Visual Effects, Mexico

The Creative Process: A Night with Manex Visual FX "The Making of Matrix" and "The Design Process"

1992 - Queretaro University, Queretaro, Mexico

French and Italian Language

1991 - Queretaro Technological Institute, Queretaro, Mexico

Artificial Intelligence

SELECTED WORKS

2015 – “Murder at RTX” Austin Convention Center/JW Marriott, Austin, TX

A 3-day interactive, site-specific murder mystery experience for 45,000 attendees of RTX Conference. *Murder at RTX* is an innovative fusion of fiction, set design, theatre, and the Asunder storytelling iPhone app. Created in collaboration with client, Rooster Teeth Productions.

2015 – “Digital Dreamer” Austin Mini Maker Faire, Austin, TX

An attention-grabbing 15-foot by 8-foot interactive mural featuring projection mapping combined with playful and intuitive physical interactions—a clock hand alters the time of day while four touch-sensitive discs trigger surprise animations. Created for Austin's rowdy Maker Faire which drew 6,000 participants over the 2-day event.

Video: <http://bit.ly/1WVlwCq>

Press: <http://bit.ly/1LBezOX>

2015 – Asunder’s “Live at the Dead Horse Drum” E. 7th St., Austin, TX

A site-specific digital installation and an app, Asunder is a new way of experiencing places through stories. For audiences, Asunder offers immersive stories to be experienced at the user's pace as they traverse the city. For content creators, it provides a unique platform to create interesting, interactive, and localized content for a mobile audience.

Website: www.asunder.org

SXSW Panel: <http://sxsw.is/1ZscuPL>

Press: <http://bit.ly/1MJMojL>

2013 – “Handmade Stories” California College of the Arts, San Francisco, CA

An interactive installation inspired crowdsourced art, social history, group portraits, and storytelling. Through a combination of mobile and projection mapping technologies, this participatory artwork solicits individual contributions and weaves them into a larger, cohesive, and beautiful communal work.

Website: <http://lisabwoodsdsgn.com/handmade-stories>

SKILLS

Skilled sketcher, sculptor, and 2D designer (Photoshop, Illustrator, InDesign, Powerpoint)

Able to create in a variety of styles, for any age group

Vivid imagination

Excellent visual design and fabrication skills

Strong attention to details

Self-motivated and willing to learn new tools and skills

Enjoy working hard, staying focused, and meeting deadlines

Able to clearly communicate concepts to teams and clients

EDUCATION

MFA in Design

California College of the Arts, San Francisco, CA (2013)

BA in Organizational Communication

St. Edward's University, Austin TX (2009)

PROFESSIONAL EXPERIENCE

argodesign *Interaction Designer Austin, TX (2015 – present)*

Create products that hide their technological prowess, evoke delight and demonstrate simplicity and value.

thirteen23 *Sr. Designer Austin, TX (2013 – 2014)*

Combined breakthrough design with emerging technology to make innovative brand experiences.

Greenleaf Book Group *Sr. Designer Austin, TX (2005 – 2010)*

Designed award-winning book designs to ensure success in the retail market.

REFERENCES for Rodolfo Magnus and Lisa B. Woods

Charles M. Reustle

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Projects: Dancing fountains

Brian Behm

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Project: Interactive Event Installation