

# RAHUL SHARMA

**SPATIAL I EXPERIENTIAL I VISUAL**

## CONTACT


M: +49 15171443165

W: www.raulsharma.art

E: rahul.arch16@gmail.com


## BIO

I am a new media artist and architect whose practice operates at the intersection of spatial design, generative systems, and audiovisual performance. My work investigates the phenomenology of space through a technologically augmented lens—where memory, presence, and perception are continuously reconfigured. Rooted in architectural thinking, I employ algorithmic processes, real-time computation, and sensory feedback systems to construct immersive environments that are both materially grounded and temporally fluid.

I am particularly interested in the poetics of spatial experience—how sound, light, and motion can be choreographed to evoke affective states and non-linear narratives. My installations and performances often engage with ideas of absence, dislocation, and the fragmented self, drawing from cultural memory, speculative futures, and embodied cognition. Whether through large-scale projections, interactive architectures, or live AV compositions, I seek to build hybrid ecologies where the digital and physical converge, and where space becomes an instrument for critical reflection and sensory immersion.

## EDUCATION

**2021 - 2022, Masters in New Media Design**

University of Europe for Applied Sciences, Germany

**2012 - 2017, Bachelors in Architecture**

Chitkara University, India

## EXPERIENCE

**OCTOBER 2022 - PRESENT**
**MULTIMEDIA DESIGNER - TWELVE X TWELVE, BERLIN**

twelve x twelve is a specialized music financing platform headquartered in Berlin. Founded by music industry veterans, their team combines financial expertise with deep industry knowledge. They are dedicated to creating innovative financing solutions that provide creative freedom and new financial opportunities for rights holders while helping to shape the future of the music industry.

- Developed and executed multimedia design projects across websites, social platforms, and digital ads, collaborating with creative teams from concept to final delivery.
- Translated client briefs and brand guidelines into visually engaging content using tools like Adobe Creative Suite, After Effects, and Figma.
- Produced multimedia presentations and promotional assets that enhanced brand storytelling and supported successful client pitches.
- Worked closely with web developers to integrate animations, video, and interactive elements into websites, ensuring responsive performance and strong user experience.
- Created motion graphics and short-form video content for Instagram Reels, YouTube, and TikTok.
- Utilized TouchDesigner for generative visuals for music visualisers and interactive installations.
- Developed branded templates to streamline content production and maintain design consistency.

**MARCH 2025 - PRESENT**
**EXTERNAL LECTURER FOR M.A COMMUNICATION DESIGN & NEW MEDIA DESIGN - UNIVERSITY OF EUROPE FOR APPLIED SCIENCES, BERLIN**

A postgraduate course exploring the intersection of generative AI and digital identity. Students combined theoretical frameworks with hands-on experimentation using AI tools to develop creative projects that critically examine self-representation, authorship, and machine aesthetics.

- Explored identity through critical texts by Manovich, Rettberg, Thumim, and others
- Introduced and applied generative AI tools like Claude, Runway ML, ComfyUI, and TouchDesigner
- Conducted workshops on prompt engineering, AI-assisted coding, and multimodal workflows
- Final projects included short films, games, performances, and visual prototypes
- Emphasis on process, conceptual development, and the evolving aesthetics of AI-generated media

**SEPTEMBER 2021 - NOVEMBER 2021**
**DESIGN INTERN - FLORA AND FAUNA VISIONS, BERLIN**

flora&faunavisions in an ecosystem of design professionals specialised in the art of creating inspired content across industries and beyond expectations since 1999. Embracing and creating what's new constantly redefines who they are.

- Collaborated with senior designers to conceptualize and develop interactive design solutions that engaged users and evoked meaningful emotional responses across digital platforms.
- Assisted in producing prototypes, mockups, and storyboards to communicate design ideas effectively, including projects exploring immersive and AI-driven experiences.
- Conducted user research and audience analysis to inform design decisions, ensuring alignment with user needs, brand goals, and experiential outcomes.
- Supported the implementation of visual assets, UI components, and motion graphics, contributing to the creation of cohesive, interactive environments.
- As part of this role and during my academic internship at Flora & Fauna Vision, I contributed to the Genius Project—integrating AI-powered live portrait technology and helping design interactive gamification strategies for immersive installations.

## SKILLS

- Art Direction
- Multimedia Design
- Concept Development
- Spatial Design
- Conceptual Storyboards
- Projection Mapping
- 3D Art
- Generative Art
- Interactive Installations
- Live Visual Performances

## SOFTWARES

- Adobe Creative Suite
- Agisoft Metaspace
- Autodesk AutoCAD
- Blender
- Comfy UI
- FIGMA
- Firefly
- Microsoft Office
- Midjourney
- Runway ML
- TouchDesigner
- Unreal Engine

## ACHIEVEMENTS & EXHIBITIONS

- **Humanlab Berlin,** Artifacts of Tomorrow, Berlin 2025
- **Birth Memories & Algorithms** (Solo Exhibition) Studio 1111, Berlin, 2025
- **Anti-Spatial,100 Jahre 100 Stunden, Flughafen Tempelhof,** Berlin, 2023
- **Un-Tangible, Catalyst University**, Berlin, 2022
- **Anti-Spatial,Kotti-Shop Superfutures**, Berlin, 2022
- **NEO SHIBUYA TV**, Tokyo, 2021
- **Creative Code Art Festival**, LightBox, New York City, 2020
- **State Pavilion Gold Medal,** India International Trade Fair, New Delhi, 2018
- **Shortlisted B.Arch Thesis**, Delhi Architecture Festival, 2016

## CREATIVE COLLABORATIONS WITH SELECTED ARTISTS & GROUPS

- Abstract Division
- Archives Sonores
- AV Jam
- Art Bei Ton
- Blank Pages
- Blink Berlin
- Claudio PRC
- DJ Sex
- Dynamic Reflection
- Hen Yanni
- Humanlab Berlin
- Ila Moire
- Izumi Yamamoto
- KAOSMOS
- Kat Polar
- Lacuna
- Manifest IO
- Nadia Struiwigh
- Observant
- OI_Music
- Pantha Du Prince
- Reflected Radio
- Rrose
- Shed
- Thought Bubble
- Timelab
- Uncloud NL
- VJ Open Lab
- Yuri Urano

## EXPERIENCE

**JUNE 2020 - AUGUST 2020**
**COMMUNITY-IN-RESIDENCE PROGRAM, SATELLITE LAB (SPACE SALOON)**

SPACE SALOON is a mobile design laboratory that explores the potentials of site through collaborative, hands-on experiences. Its pedagogical projects aim to build communities, promote tolerance, and foster engagement by producing transdisciplinary forms of knowledge.

- Collaborated with an interdisciplinary team of students, workshop leaders, and experts to co-develop DIY design projects as part of a growing open-source digital toolkit.
- Engaged in an alternative pedagogical framework focused on collective learning, skill-sharing, and experimentation across architecture, design, and digital media.
- Contributed to the creation of the Climate Anxiety Helpline, a speculative design project that addressed contemporary sociocultural challenges through interactive, research-driven storytelling.
- Explored new modes of knowledge production by leveraging accessible online resources and fostering inclusive, community-based design practices.

**JULY 2016 - DECEMBER 2020**
**PROJECT ARCHITECT - SPACES ARCHITECTS @KA, NEW DELHI**

As an international award-winning architectural firm,Spaces Architects @ka is dedicated to creating sensible, functional spaces infused with emotion, power, and playfulness. The firm's vision is to design and curate environments with compelling narratives and distinct identities—spaces that are rooted in their context and evolve naturally from it. Known for design quality, imagination, and originality, each project presents an opportunity to explore innovative solutions to complex architectural challenges.

- Led and managed a range of architectural projects from concept to completion, overseeing design development, client coordination, and construction execution.
- Collaborated closely with clients to define project goals, design criteria, and user experience strategies, ensuring alignment with both functional and aesthetic objectives.
- Developed and presented innovative design concepts through sketches, diagrams, and 3D visualizations, effectively communicating ideas to stakeholders and project teams.
- Produced detailed architectural drawings, specifications, and construction documents in compliance with industry and regulatory standards.
- Managed project budgets and timelines, optimized resource allocation, and conducted regular site visits to ensure construction quality and resolve design-related issues.
- Led the design of notable projects such as Intersekt, a tile showroom reimagined as an experiential museum; a deconstructive facade for Stonex; and a Heritage Park focused on cultural conservation. These experiences deepened expertise in materiality, spatial storytelling, and narrative-driven environments—skills that continue to shape a multidisciplinary approach to multimedia and interactive design today.

## AUDIO VISUAL PERFORMANCES

- **Berlin Fashion Week Closing Event, Studio 1111, 2025**
- **Superbooth, Berlin, 2025**
- **Immersion Eleven, Studio 1111, Berlin, 2025**
- **Manifest IO, Berlin, 2025**
- **IO_Music, Sakıp Sabancı Museum, Istanbul, 2024**
- **Uncloud Festival, De Nijverheid, Utrecht, 2024**
- **Summer Muenze, Alte Muenze, Berlin, 2024**
- **VJ Open Lab, Studio 1111 Berlin, 2024**
- **Sonar Istanbul, Zorlu PSM, 2024**
- **100 Jahre 100 Stunden, Flughafen Tempelhof, Berlin, 2023**
- **Festival of Animation – Silent Green, Berlin, 2023**
- **Transonic, Tuesday Co-working Berlin, 2022**
- **Transonic II, University of Applied Sciences Europe Berlin, 2022**