

ROOPA VASUDEVAN

roopa.vasudevan@gmail.com
artist portfolio: rouxpz.com

EDUCATION .

- 2006 **B.A.**, columbia university in the city of new york, columbia college. film studies major.
2013 **M.P.S.**, new york university, tisch school of the arts. interactive telecommunications program (ITP).
thesis project: "hate couture" (<http://rouxpz.com/hate-couture>)
2020 **A.M.**, university of pennsylvania, annenberg school for communication.
qualifying paper: "share and share unlike: the commodification of the open source ethos"
readers: john l. jackson, jr; jessa lingel
2023 **Ph.D.**, university of pennsylvania, annenberg school for communication [expected].
committee: john l. jackson, jr. (chair); jessa lingel; barbie zelizer

ACADEMIC APPOINTMENTS .

- 2016-2018 assistant arts professor, new york university shanghai (上海纽约大学)
interactive media arts (交互媒体艺术)
2014-2016 adjunct assistant professor, new york university
interactive telecommunications program, tisch school of the arts
2014-2016 adjunct instructor, fordham college at lincoln center
communication & media studies / new media & digital design

SOLO & TWO - PERSON EXHIBITIONS .

- 2020**
"roopa vasudevan: machine readable", vox populi, philadelphia, PA ([postponed to 2021 due to COVID-19.])
2019
"pop-up studio: roopa vasudevan", haverford college, haverford, PA (april; open studio & exhibition)
2018
"roopa vasudevan: editor's notes – open editing sessions", SOHO20 gallery, brooklyn, NY (july & august)
2016
"roopa vasudevan: #slowtrain (#慢慢火车)", wujin, independent art spaces beijing, beijing, china (august)
"roopa vasudevan: #bellwether", SPACES, cleveland OH (may - july)
2015
"HANDS UP", flux factory, queens NY (may; a collaboration with atif ateeq)

GROUP EXHIBITIONS .

- 2020**
"asking for a friend: vox populi's new member takeover", vox populi, philadelphia, PA (january-february)
"RES109 (title TBD)", elsewhere, greensboro NC (september [postponed to 2021 due to COVID-19.])
2019
"socrates gets flux'd", socrates sculpture park, queens, NY (october; with flux factory)
flux factory 25th anniversary auction, flux factory, queens, NY (june; benefit)
"republican speech", *dilettante army* [online] (summer 2019 issue; "crowded field")
2018
"20/20 hindsight = 40 years", SPACES, cleveland OH (april - june; "editor's notes (constitution)")

2017

flux factory auction, plaxall/LIC-A gallery, queens NY (december; benefit)
"the FL3TCH3R exhibit", the reece museum, johnson city TN (oct - dec; "composite congress", "composite candidate", "editor's notes (amendments)")
"reuptake", little berlin, philadelphia PA (july; "editor's notes (amendments)")

2016

"star spangled", harlan levey projects, brussels, belgium (november - december; "#bellwether")
"fung wah biennial", flux factory, queens NY (march; "eMOTION mapping")

2015

"test patterns", flux factory, queens NY (december; co-curator with maddie hewitt)
"flux factory artists in residence show", flux factory, queens NY (nov.; curator, "composite fluxer")
"physico/electro", the art association of jackson hole, jackson WY (july-august; "grillz")
"STROBE network," flux factory, queens NY (june; "craigs shopping network")
flux factory auction, art in general, new york NY (april; benefit)
"data visualization lounge", strata + hadoop world conference, san jose, CA (february; "grillz")
"art hack day: deluge", pioneer works, brooklyn, NY (january)

2014

"death by art," death by audio, brooklyn NY (november; "grillz")
"heavily scripted," little berlin, philadelphia PA (october; "grillz")
"office hours," DUMBO arts festival, brooklyn NY (september; "grillz")

2013

ITP thesis week & spring show, new york NY (may; "hate couture")
"big screens", IAC, new york NY (march; "no. 382,280. electrical transmission of power")
"data visualization showcase", strata conference, santa clara CA (february; "all-american girls")
ITP spring show, new york NY (may; "hate couture")

2012

"new interfaces for musical expression", glasslands gallery, brooklyn NY (december; performance, "gaze")
ITP winter show, new york NY (december; "all-american girls")
ITP spring show, new york NY (may; "sluts across america")

2011

ITP winter show, new york NY (december; "sex ed mannequin")

AWARDS, HONORS & RESIDENCIES.

2020 **artist fellow, rapid response for a better digital future (phase 1)**, eyebeam, brooklyn NY (\$5,000 and institutional support toward project planning and development).
2020 **james d. woods award for excellence in graduate teaching**, annenberg school for communication, university of pennsylvania.
2020 **student arts innovation grant**, sachs program for arts innovation, philadelphia, PA (\$5,000 towards "machine readable" solo exhibition).
2020 **artist in residence**, elsewhere, greensboro, NC (august - september [postponed until 2021 due to COVID-19]).
2019 **artist fellowship**, eyeo festival, minneapolis, MN (june).
2019 **artist in residence**, philadelphia area creative collaboratives (PACC) / haverford college visual culture, arts and media, haverford, PA (january - may).
2018 **graduate teaching & research fellowship**, annenberg school for communication, university of pennsylvania (5 years).
2018 **artist in residence**, SOHO20 residency lab, brooklyn, NY (july - august).
2018 **artist in residence**, the arctic circle residency, svalbard (june: solstice expedition).
2017 **artist in residence**, flux factory, queens, NY (july).
2016 **artist in residence**, #slowtrain digital residency, china residencies. trans-siberian railway (august).
2016 **artist in residence**, SPACES world artists program (SWAP), SPACES, cleveland, OH (may-july).
2015 **artist in residence**, flux factory, queens, NY (october - december).

2014 **artist in residence**, flux factory, queens, NY (july & august).
2013-2014 **resident research fellow**, interactive telecommunications program, new york university.
2013 **sony electronics scholarship award**, interactive telecommunications program, new york university.
2012-2013 **tisch dean's scholarship**, interactive telecommunications program, new york university.
2011-2012 **tisch departmental scholarship**, interactive telecommunications program, new york university.

PUBLICATIONS .

REFEREED JOURNAL ARTICLES .

vasudevan, r. (revise and resubmit). share and share unlike: the commodification of the open source ethos. *new media & society*.

vasudevan, r. (accepted, pending revisions). "trump is kim jong-un with worse hair": the art of remixing the political document. *media-n, journal of the new media caucus*.

NON-REFEREED JOURNAL ARTICLES .

vasudevan, r. (2018). memes, merch and media in the 2016 election. *adjacent: the ITP-IMA journal of emerging media*. issue 3. <https://itp.nyu.edu/adjacent/issue-3/>.

CONFERENCE PRESENTATIONS .

2019

ignite! eyeo 2019, eyeo festival, aria, minneapolis, MN (june: "dataDouble")
HASTAC 2019: decolonizing technologies, reprogramming education (university of british columbia) / digital democracies 2019: artificial publics, just infrastructures, ethical learning (simon fraser university), vancouver, british columbia, canada (may; "fake news poetry-performance workshop", with alex juhasz, ioana jucan & wendy hui kyong chun)
processing community day LA, UCLA broad art center, los angeles CA (january; workshop, "toward a reflexive data culture")
learning to teach LA, UCLA broad art center, los angeles CA (january; "prototyping pedagogy" facilitator: "teaching critical thinking in the tech art classroom")

2018

theorizing the web 2018, museum of the moving image, queens NY (april; "embracing the noise: public opinion, twitter, and the 2016 election")

2017

meeting of the society for comparative literature and the arts: "digital resistance", johns hopkins university, baltimore MD (october; "public opinion through an arts lens: #bellwether, twitter and the 2016 election")
international digital media and arts association conference, university of the district of columbia, washington DC (october; "#bellwether: data art in the age of internet politics")

INVITED TALKS, LECTURES & PANELS .

2020

on conservation and archiving: practical strategies for digital media artists, new york university & eyebeam, new york, NY [virtual event due to COVID-19] (november; "'it's not a picasso, it's a ferrari': presentism and precarity in new media art practices")
center for media @ risk virtual roundtable, university of pennsylvania, philadelphia PA [virtual event due to COVID-19] (september; "art & activism in a time of social distancing" [moderator])

2019

summerculture colloquium, center for media @ risk, university of pennsylvania, philadelphia PA (october; "'it's not a picasso, it's a ferrari': presentism and precarity in new media art practices")

extra credit lecture series, institute of contemporary art, philadelphia PA (july; "new media and technology in contemporary art")

2018

la pietra dialogues, NYU florence, florence, italy (october; "technology as anthropology")
INFINITE: *new born* panel discussion, mixC art space, shanghai, china (march; "interdisciplinary education")

2017

TEDxNYU shanghai: "encounter", NYU shanghai, shanghai, china (november; with antonius wiriadjaja)
public programs and performances: haresh & joan shah lecture series, california institute of integral studies, san francisco CA (october; "technology as anthropology")

2016

"#bellwether" closing event, SPACES, cleveland OH (july)
"the american dream": a symposium at the intersection of art and politics, transformer station & the city club of cleveland, cleveland OH (july: "#bellwether")
faculty lunch speaker series, NYU shanghai, shanghai, china (april: "technology as anthropology")
"fung wah biennial" artist talks, metropolitan museum of art media lab, new york, NY (march: "eMotion mapping")

2015

flux thursday, flux factory, queens NY (november: curator talk, "flux factory artists-in-residence show")
flux thursday, flux factory, queens NY (may: "HANDS UP" [with atif ateeq])

2014

women in tech series, brooklyn robot foundry, brooklyn NY (december; educational presentation on work)
flux thursday, flux factory, queens NY (august; "grillz" work in progress)

2013

women 2.0: 2020 vision, bellagio ballroom, las vegas NV (november; "hate couture")
world maker faire new york, new york hall of science, queens NY (september; "hate couture")
ITP thesis week, new york university, new york NY (may; "hate couture")

SELECTED PRESS, INTERVIEWS & ARTWORK REVIEWS.

- 2020 "how artists are trying to solve the world's problems" (*new york times*, 15 july)
2019 "data artist and doctoral student roopa vasudevan finds creative ways to tell untold stories" (annenberg school for communication news, 8 february)
2018 "mining twitter vitriol for the soul of the american voter" (NYU news, 2 march)
2016 "un-conventional wisdom" (live wire radio, 7 november)
2016 "during the RNC, two art projects amplify the voices of ohio's citizens" (*hyperallergic*, 19 july)
2016 "art that exposes the theater of politics" (*hyperallergic*, 21 june)
2016 "SPACES presents politically themed exhibits as RNC nears" (*cleveland scene*, 18 may)
2016 "fung wah biennial" (*art in america*, june/july 2016)
2015 "'test patterns' exhibition probes the limits of technology" (*the creators project*, 7 december)
2015 "'there is still a lot stacked against us': ferguson inspires year of art" (PBS *newshour*, 9 august)
2015 "crimes of the art #13" (*hyperallergic*, 19 may)
2015 "police union slams 'hands up' exhibit in queens" (pix11/WPIX-TV, 18 may)
2015 "hands up: flux factory installation simulates police shooting" (*artnet news*, 18 may)
2015 "NYPD union slams 'hands up' installation in queens" (*new york daily news*, 16 may)
2015 "'hands up': new interactive installation aims to foster conversation on police brutality" (*animal*, 15 may)
2015 "new york exhibit taps into dialogue on race and policing" (reuters, 15 may [print & TV])
2014 "bling bling rules!" (*tracks*, arte, 6 december)
2014 "these 3D printed grillz are made from the sound of rap's struggle" (*noisey*, 23 oct)
2014 "artist roopa vasudevan is turning your favorite rap lyrics into wearable 3D printed grillz" (*paper*, 16 oct)
2014 "an NYC artist turns rap lyrics into 3D printed grillz" (*the FADER*, 15 oct)

- 2014 “‘grillz’ art installation uses algorithmic data to visualize hip-hop lyrics” (*PSFK*, 15 oct)
 2014 “wear rap lyrics on your teeth with these 3D printed ‘grillz’” (*dazed*, 15 oct)
 2014 “artist 3D prints grillz using algorithms generated from hip-hop songs” (*designboom*, 14 oct)
 2014 “roopa vasudevan creates 3-D printed grillz using complicated algorithms of hip-hop lyrics” (*complex*, 13 oct.)
 2014 “these 3D-printed ‘grillz’ are algorithmic visualizations of hip-hop lyrics” (*animal*, 13 october)
 2014 “new exhibition asserts: programming is for artists too” (*technical.ly philly*, 3 october)
 2014 “hate couture: tailored rants” (*puls*, bayerischer rundfunk, 19 february)
 2012 “roopa vasudevan, grad student, designed cross-stitch patterns that show how women voted in the last election” (*huffington post women*, 18 december)
 2012 “here is a beautiful cross-stitch visualization of how women voted in the last election” (*jezebel*, 17 december)
 2012 “take it back: 5 steps to reclaim a dirty name” (*GOOD* magazine, 15 july)
 2012 “how to insult your political opponents” (*new yorker* blog, 3 may)
 2012 “can ‘sluts across america’ reclaim a dirty word?” (*slate*, 26 april)
 2012 “birth control proponents form ‘sluts across america’” (fox 5 vegas, 24 april)

TEACHING EXPERIENCE .

courses as a teaching fellow, university of pennsylvania, annenberg school for communication

COMM 388, ritual communication. fall 2018, undergraduate level. *instructor: dr. felicity paxton.*

COMM 318, stories from data. fall 2019, undergraduate level. *instructor: dr. matthew o’donnell.*

COMM 313, computational text analysis for communications research. spring 2020, undergraduate level. *instructor: dr. matthew o’donnell.*

courses taught as assistant arts professor, NYU shanghai, interactive media arts (undergraduate)

INTM-SHU 120, communications lab: a foundation course aiming to provide students with a framework to effectively communicate through digital means (HTML, CSS, javascript, audio, and video). spring & fall 2016, spring & fall 2017. [*originated syllabus for this course.*]

INTM-SHU 209, this is the remix (14 weeks): a survey of the usage of remix, recontextualization and reappropriation as artistic tools. fall 2016, spring 2018. [*originated syllabus for this course.*]

INTM-SHU 230, topics in computation and data: generative language: a course examining the use of text as source material for generative art. taught in python. fall 2017. [*originated syllabus for this course.*]

INTM-SHU 400, IMA capstone studio: studio class for senior interactive media arts majors to develop their capstone projects and research. spring 2017, spring 2018. [*originated syllabus for this course.*]

courses taught as adjunct assistant professor, NYU, interactive telecommunications program (graduate)

ITP-GT.2233, introduction to computational media: an introduction to the fundamentals of computer programming. fall 2014 (using processing), fall 2015 (using p5.js).

ITP-GT.2697, this is the remix (7 weeks): a survey of the usage of remix, recontextualization and appropriation as artistic tools. spring 2015. [*originated syllabus for this course.*]

courses taught as adjunct professor, fordham college at lincoln center (all undergraduate)

communication & media studies

COMM 2211, journalism workshop (multimedia): an introduction to technical and storytelling skills for multimedia journalism production. spring 2014, fall 2014, spring 2015, fall 2015. [*originated syllabus for this course.*]

new media & digital design

NMDD 3890, data visualization and representation: an introduction to the basics of data visualization, information design, and data art. fall 2015. [*originated syllabus for this course.*]

resident research fellow, NYU, interactive telecommunications program

year-long teaching and research fellowship; involved holding regular office hours with students, as well as leading weekly or semi-weekly workshops on introductory concepts in programming, video and sound, and animation. graduate level.

SELECTED ARTIST WORKSHOPS:

2019, 2020 “towards a reflexive data culture” (ITP camp, new york university)

2019, 2020 "introduction to javascript & p5.js" (school of visual arts, new york)
 2019, 2020 "introduction to HTML, CSS & bootstrap" (school of visual arts, new york)
 2018 "signals from noise: data representation on the web" (new york university florence; october)
 2015 "one hour of trust falls" (creative time summit, brooklyn NY; november [with flux factory])
 2015 "build a twitter bot" (beam camp, strafford, NH; july)
 2015 "generative embroidery" (beam camp, strafford, NH; july)
 2015 "kinect and processing" (graduate architecture program, university of pennsylvania; february)
 2015 "creative coding with processing" (pioneer works, brooklyn NY; january & april)
 2014-15 "data representation and processing" (ITP camp, new york university; june [both years])
 2014-15 "intro to python" (ITP camp, new york university; june [both years])
 2014 "data representation and processing" (software for artists day, pioneer works, brooklyn NY)

ACADEMIC / ARTISTIC SERVICE & MEMBERSHIPS .

2020-2021 *director*, screening scholarship media festival (SSMF), collective for advancing multimodal research arts (CAMRA), university of pennsylvania.
 2019-present *artist member*, vox populi gallery, philadelphia, PA.
 2019-present *steering committee*, center for media @ risk, annenberg school for communication, university of pennsylvania.
 2019-2020 *installations coordinator*, screening scholarship media festival (SSMF), collective for advancing multimodal research arts (CAMRA), university of pennsylvania [CANCELLED due to COVID-19].
 2019 *satellite fund juror*, SPACES, cleveland, OH (july; member of a 5-person jury granting an award of \$6,000 to 10 artists/collectives based in cuyahoga county).
 2018-present *member*, beyond verification research group, simon fraser university (international research collective led by dr. wendy hui kyong chun).
 2018-19 *diversity committee graduate student representative*, annenberg school for communication, university of pennsylvania.
 2017-18 *assistant director*, interactive media arts, NYU shanghai
 2017-18 *curriculum committee*, NYU shanghai
 2017-18 *assessment committee*, NYU shanghai
 2016-18 *capstone studio coordinator*, interactive media arts, NYU shanghai
 2016-18 *space use committee*, NYU shanghai
 2016-18 *communications lab area leader*, interactive media arts, NYU shanghai
 2016-17 *IMA semester show coordinator*, interactive media arts, NYU shanghai

SELECTED PROFESSIONAL EXPERIENCE .

2013-2016 **freelance software developer**
 creating and debugging software for a variety of artistic and professional environments. clients include: innovid; urban matter, inc. ("airbare"); finish line features (CODE: debugging the gender gap); trixie films (the v-card diaries); third party films (pop-up confessional); and angie waller ("love unknown").

2011-2016 **freelance digital & broadcast video producer**
 shooter, field producer, editor and motion graphics artist for digital, installation, and broadcast productions. clients included the american museum of natural history ("the power of poison", "pterosaurs: flight in the age of dinosaurs", "nature's fury", "life at the limits", "the secret world inside you"); local projects ("memory chamber" for the national september 11 memorial & museum, "gallery one" for the cleveland museum of art); the new york times; gigantic! productions (true life [mtv], secretly pregnant [discovery]).

2008-2011 **gigantic! productions**
responsibilities: conducting casting, supervising field shoots, directing field producers and operating camera, writing voiceover scripts, outlining story and supervising edit, orchestrating development for potential projects.
as producer-director: true life: i'm a sex offender (jan. 2012), true life: i'm allergic to everything (june 2011), true life goes on: where are your favorites now? (jan. 2011), true life: i'm addicted to food (dec. 2010).

as segment producer: *true life: i have neurofibromatosis* (april 2010), *mtv news' sexting in america: when privates go public* (feb. 2010), *true life: i'm changing my sex* (sept. 2009).
as associate producer: *ice queens* (feb. 2009), *true life: i'm living off the grid* (oct. 2008).

T E C H N O L O G Y .

programming languages: javascript (server and client side), python (2 and 3), processing, html, css, c++ (openFrameworks), ruby (sinatra), arduino, max/msp/jitter.

software: final cut pro 7, adobe creative suite (photoshop, illustrator, indesign, aftereffects, premiere, audition), microsoft office, mac osx, windows, and linux ubuntu operating systems.

cameras: canon 5D Mark II, 6D & 7D, sony hvr-v1u, panasonic ag-hmc40p, panasonic dvx100B & hvx200A.

V O L U N T E E R E X P E R I E N C E .

2019-present patient handholder, planned parenthood of southeastern pennsylvania.

2018-present patient escort, planned parenthood of southeastern pennsylvania.