



A highly skilled expert in light, video, sound, and interaction design with extensive experience in art direction, content creation, and user experiences across various industries, including automotive and entertainment.

Exhibited work globally in Europe, Asia, and the US.

[Resume](#)

LDC

folio 2023

LUCIO CAVALLARI

SELECTED WORK

Volvo Cars

UX Illumination Designer | 2022

As a member of the UX Illumination team, my responsibilities included developing design systems, information architecture, and guidelines to improve the team's work quality and ensure consistency across projects. I also innovated new ways of working and strategic processes, which increased our efficiency and effectiveness.

Additionally, I designed light behavior that met project objectives and requirements, and prepared materials for releases and deliveries to R&D and suppliers.

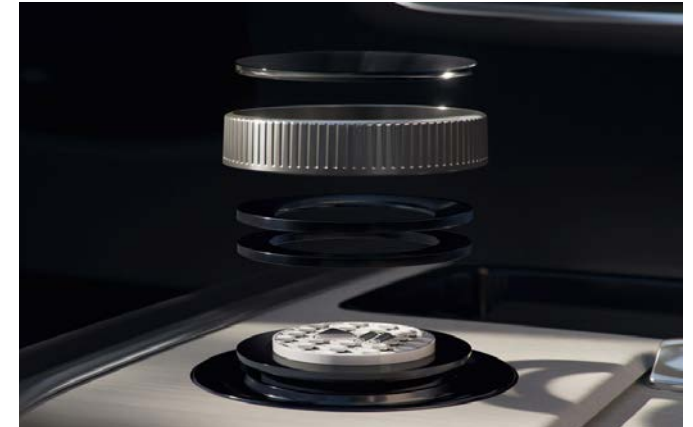
Throughout the process, I presented proposals and solutions to stakeholders for review and feedback, ensuring that their needs and expectations were met.

SKILLS

Information architecture development / Light behavior design / Materials preparation for releases and deliveries / Collaboration with cross-functional teams / Problem-solving and analytical skills / Communication and stakeholder management / Project Management · Design system development / Strategic process development / Innovation and creativity

All work completed is subject to a non-disclosure agreement. Images are provided for reference purposes only. Copyright © Volvo Cars.

HMI Design / Light Design



Geely Design Global

HMI Designer | 2021

A design system was developed to enhance the implementation of light design. This involved creating frameworks and rationale to address the inadequate vehicle architecture system. Workflow, communication, and deliverables were optimized to improve collaboration with the Geely Research Institute in China, Chinese stakeholders and the internal teams. Additionally, internal software was developed with new functionalities, debugging, and UI improvements. Research, interviews, and testing were conducted to validate the design. In-car prototyping and dynamic simulator were also developed and optimised.

Innovative and creative ideas were proposed for the ZEEKR - Lynk & Co Concept Cars, including the implementation of lights on the steering wheel for functional purposes (see Hyper Steering Wheel Project).

Together, these efforts played a significant role in achieving the project's goals and success.

SKILLS

Communication and stakeholder management / Project Management / Problem Solving / Design system development / UI design / Cross-team Collaboration / Research and testing / Software Development / Strategic process development / Innovation and creativity

All work completed is subject to a non-disclosure agreement. Images are provided for reference purposes only. Copyright © Geely Design.

HMI Design / Light Design



TODAYS ART

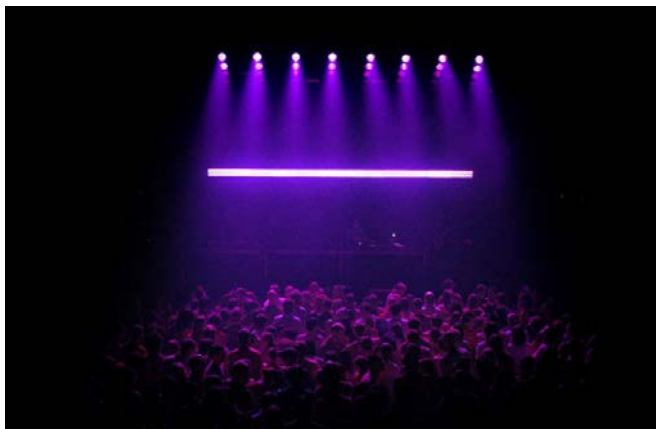
Genesis of Volume | 2006

United Visual Artists created the lighting design for one of the venue at TodaysArt Festival, Hague.

As part of UVA we performed live visuals for musicians such as: The Orb, Akufen, Underground Resistance and Schneider TM. For the occasion Dave Green (currently HIVE Media Control Ltd.) coded a visual module I envisioned and named "Rain Drops" precursor of one of the three looks of Volume.

UVA's large-scale installation Volume first appeared in the garden of London's V&A museum in 2006 and has since traveled as far as Hong Kong, Taiwan, St. Petersburg and Melbourne.

It consists of a field of 48 luminous, sound-emitting columns that respond to movement. Visitors weave a path through the sculpture, creating their own unique journey in light and music.



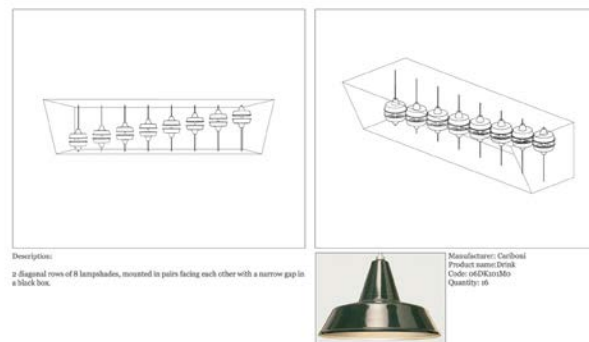
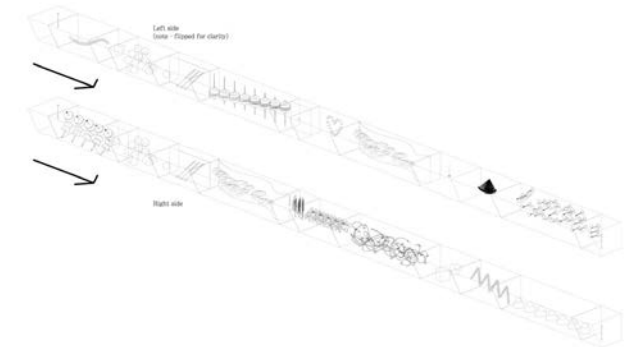
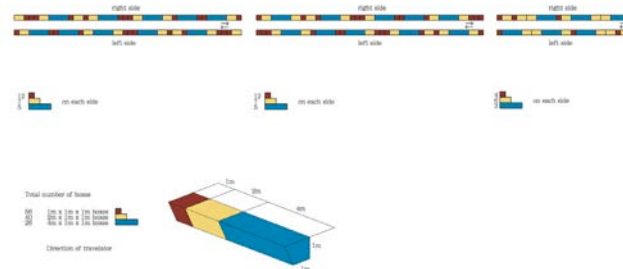
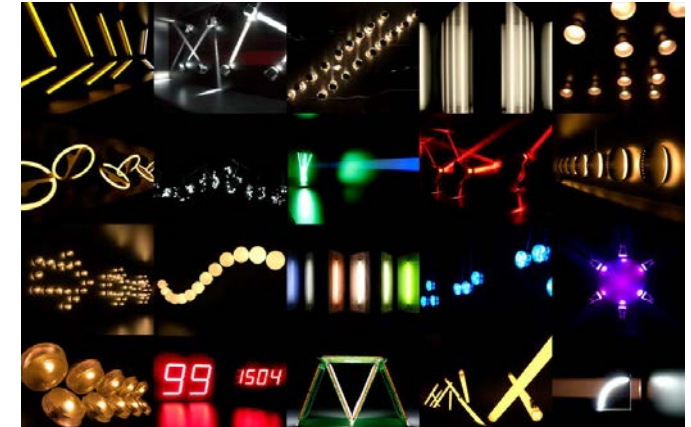
LIVIN' LUCE

International Lighting Show | 2007

Taking place over five days at the brand new Fiera Milano Rho building, Livin' Luce was an international lighting products showcase.

Working in collaboration with Marco Balich, Oliviero Toscani and UVA we designed several stand alone installations and showcases of products for the show spread across 3 tunnels of 132 meters long, for a total of 122 boxes.

[Video Documentary](#)



DETAIL DRAWINGS BOX LEFT N. 6 HALOGEN TUNNEL



SPATIUM

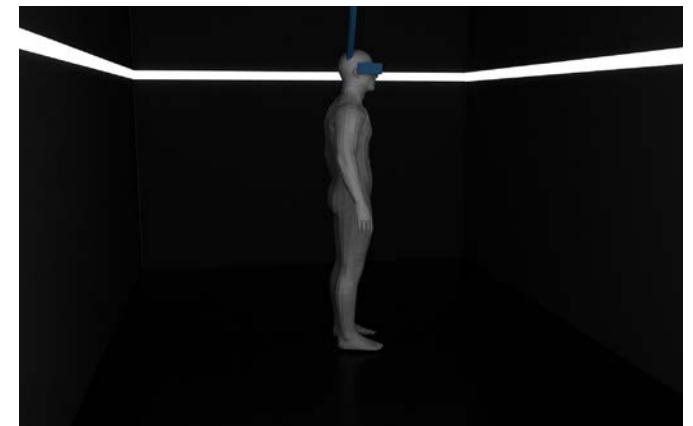
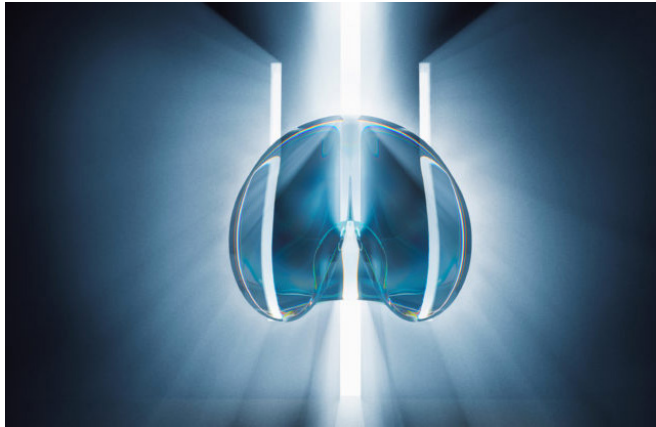
A world-first roomscale VR | 2017

Working in partnership with photographer and director Roland Lane, we were tasked with designing and delivering a world-first roomscale virtual reality and spatial audio experience inspired by a Philip Treacy creation. Our goal was to showcase this innovative experience at the world-renowned convergence festival, SXSW. To help enhance the overall experience, INITION and Roland Lane enlisted the expertise of Mixed Immersion, Rhythm Section International and me. The end result was 'Spatium,' the ultimate convergence project that seamlessly merged together design, installation, VR, sonic immersion, hip-hop, and headwear.

In the installation, I sought to bring physical expression to what the viewer experiences inside VR. A mirror version of the Unreal experience is fed through to Unity so that head tracking and depth of field are mirrored in real time on a subtly-constructed set of screens, which enclose the space at eye-level. This letterboxed version of the fully immersive experience plays with ideas of presence and absence, physical and virtual. For people watching outside of the headset, the site installation creates a sliver of what is being seen from within the virtual world.

[Learn more](#)

Creative Consultancy // Art Direction //
VR // Artist Collaboration



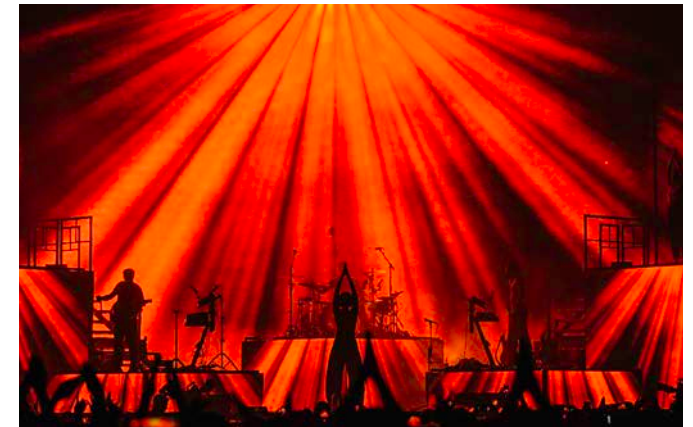
DUA LIPA

International Arena Tour | 2018

Block9 was approached by Dua Lipa to create a new show with a fresh creative direction for her upcoming tour. The objective was to elevate the stage show from a chart-topping pop aesthetic to a more cutting-edge and polished look.

The video content for three songs was produced and directed, in collaboration with Block9, as part of the effort to deliver a world-class stage show. We collaborated closely with the choreography, lighting design, and costume departments to ensure the success of the show.

[Learn more](#)



LDC

folio 2023

LUCIO CAVALLARI

SELECTED IDEAS DEV

SERIES OF DREAMS

VR - Physical Installation | 2017

"Series of Dreams" is a groundbreaking interactive installation that immerses visitors in a surreal environment where perception, laws of physics, and forms transcend human comprehension. This installation invites you to explore a world where sight, sound, and touch are seamlessly integrated, creating a unique and world-first experience.

The installation employs cutting-edge technology to create an interactive physical and virtual environment. A custom-made hi-fi sound system featuring an array of powerful subwoofers, placed beneath a kinematic floor, emits low bass frequencies mapped to the virtual environment. Meanwhile, visitors' interactions generate the majority of the visual content in real-time.

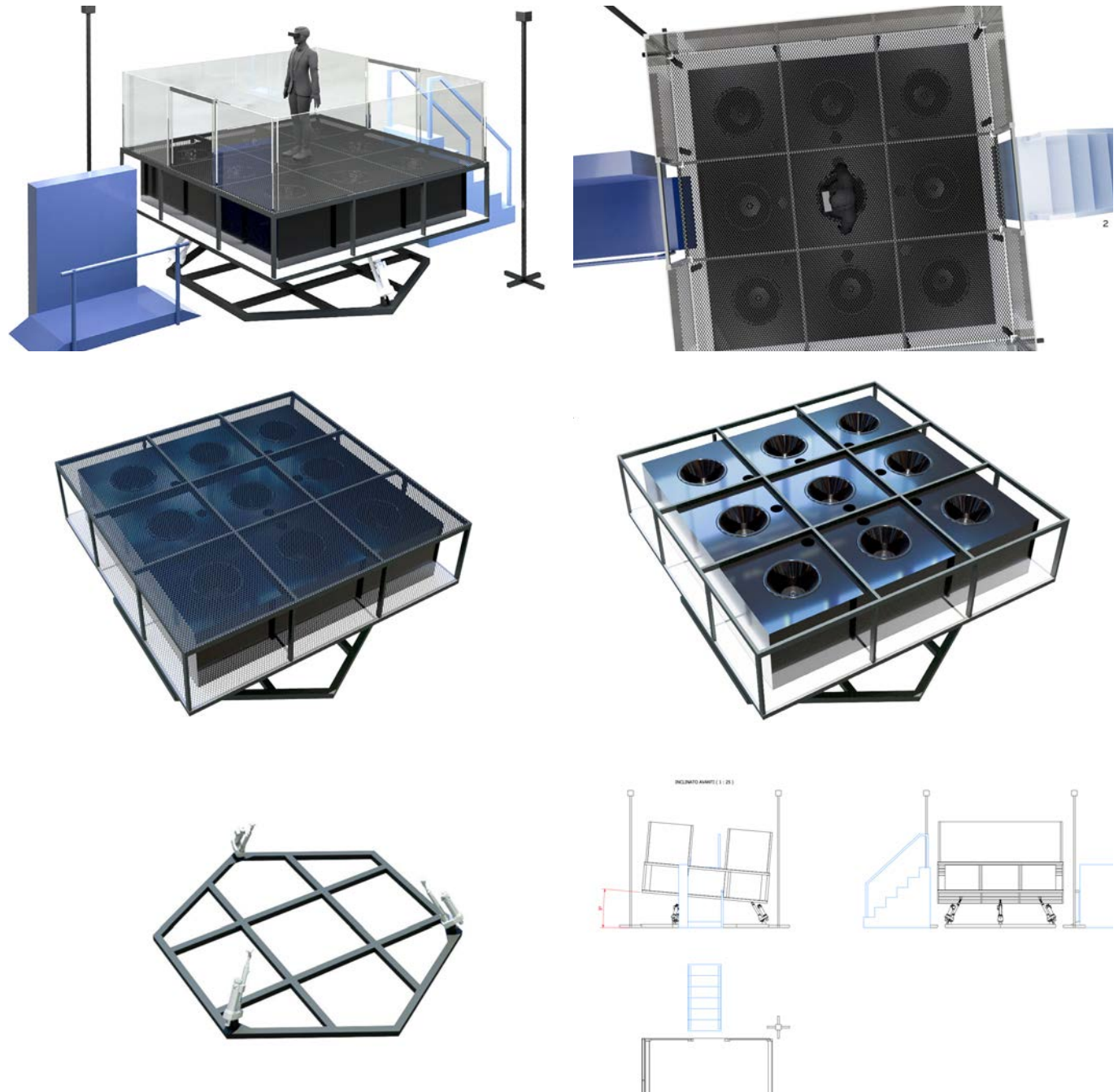
To achieve this groundbreaking technology, we have leveraged various fields, including VR software development, sound design, interaction design, infrared sensors, kinematics, generative visuals, motion controllers, and motor drives.

"Series of Dreams" pushes the boundaries of traditional installation art, offering visitors an unparalleled, multisensory experience that challenges their perception of reality. We are excited to bring this innovative and imaginative installation to the public and showcase the possibilities that cutting-edge technology can offer.

[Learn more](#)

[Demo Video](#)

Idea Development // Creativity



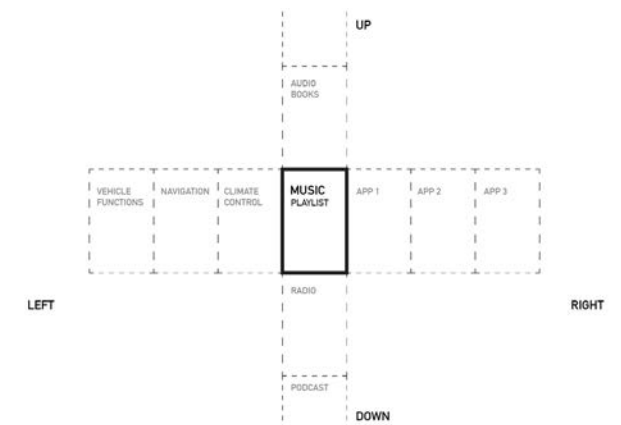
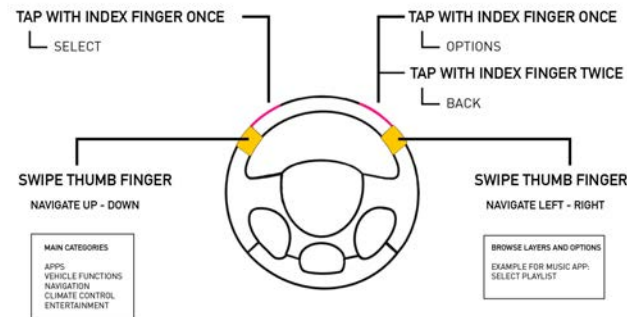
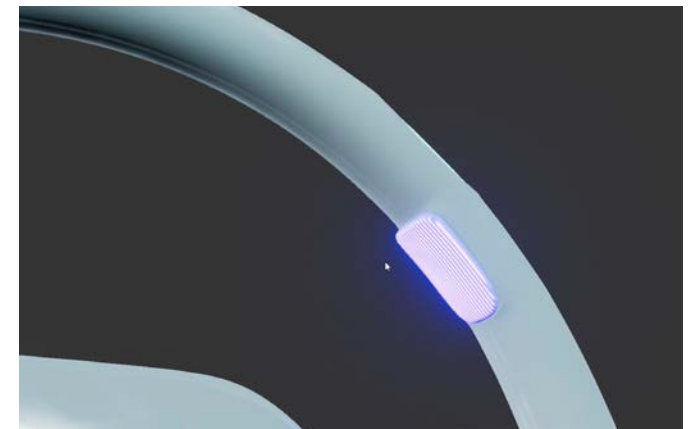
BLIND HMI

Hyper Steering Wheel | 2021

Before my tenure at Geely Design, I conceived of an innovative idea that could revolutionize the Human Machine Interface (HMI) in automotive design. This concept aims to create a seamless and efficient control system that doesn't rely on visual feedback.

The idea centers on transforming a two-dimensional screen User Interface into a Touch-Gesture-Voice control system that can be easily navigated using just the driver's thumbs and index fingers. By incorporating this technology into the steering wheel, drivers can effortlessly control various aspects of the vehicle, such as apps, vehicle functions, navigation, climate control, and entertainment, without compromising their attention to the road.

Inspiration for this concept arose from observing visually impaired individuals interact with technology. Witnessing how these individuals accessed information without any visual cues ignited my imagination and motivated me to pursue this idea.



THANK YOU

www.mrcavallari.com