Phuong Thao Phan

I am dedicated to exploring the intersections of technology, art, and culture.

Creative Technologist

As a multidisciplinary designer based in Berlin, I specialize in new media, front-end development & graphic design.

Driven by a fascination with human interactions and engineering, I am committed to innovative, socially engaging solutions. Building on a foundation in interactive and immersive media, my work now focuses on creative coding and generative design.

No. 1

2021

Obsolescence

Device Installation

Fields

3D Design
Physical Computing

Contribution

Conception
Prototyping
Motion Design
Programming
Piwall Setup

Tools

Cinema4D
Raspberry Pi

No. 1

Device Installation

Semester Project

Obsolescence

How often do we buy new clothes when our wardrobes are filled to the brim? How many of us replace their perfectly functional mobile phones after only two years? What unfolds in the aftermath of these choices? This project takes a critical look at the throw-away society and examines the life stages of various products.

No. 1

Obsolescence

Device Installation

This project was exhibited at the Ars Electronica Garden Berlin 2021.

The installation displays an animation that is split onto five vintage tube TVs. The animation shows various objects that start to form around a stone base. Over time, these objects detach and seamlessly integrate into the surrounding environment, creating an endless cycle. As the surroundings gradually fill up, the accumulation of non-biodegradable items illustrates the significant environmental consequences of products becoming obsolete. The installation emphasizes the environmental impact of discarding perfectly functional objects, urging reflection on our consumption habits.

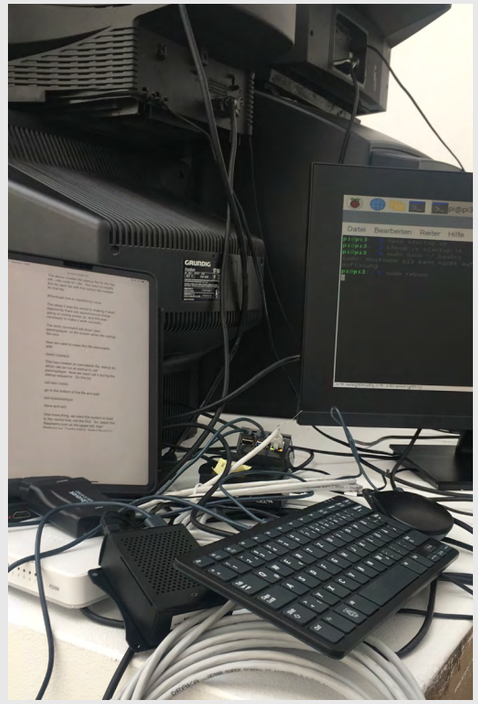
Part of the implementation of this project was not only the creation of the animation and 3D Design but also the programming and setup of the Piwall. Each TV is connected to an individual Raspberry Pi, and all of them are subsequently linked to a central Raspberry Pi, which serves as the control hub. It synchronizes and plays the video loop concurrently, ensuring a seamless and coordinated visual experience.

No. 1

Obsolescence

Exhibition Preparations


thomaskemnitz
ARS ELECTRONICA 2021
Festival for Art, Technology & Society
Garden BERLIN
by University of Applied Scienes Berlin
in cooperation with Stiftung Reinbeckhallen
@ARSELECTRONICA
@HTWKD @HTWBERLIN
@MORITZ.SCHELL @INGERL
@PHTHAOPHAN

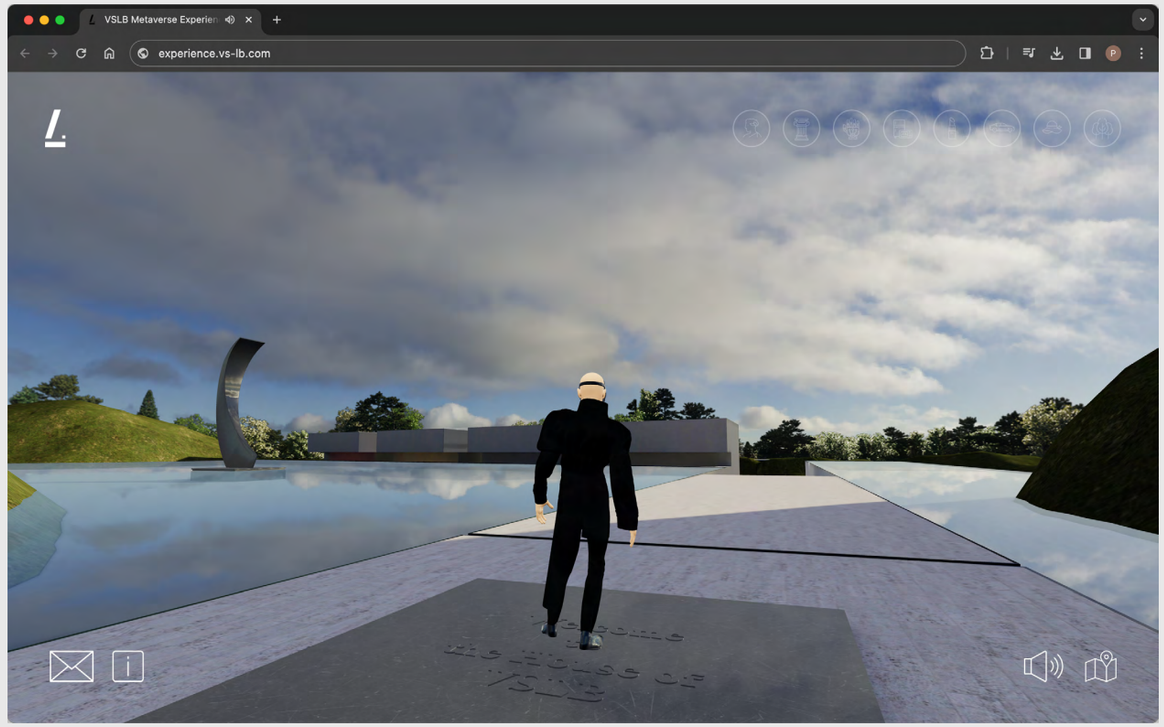


No. 2

2023

VSLB Metaverse

Immersive Web Experience



Fields

UX & UI Design
Front-end Development
Game Development
Creative Technology

Contribution

Conception
Prototyping
Programming
Retouching 3D objects

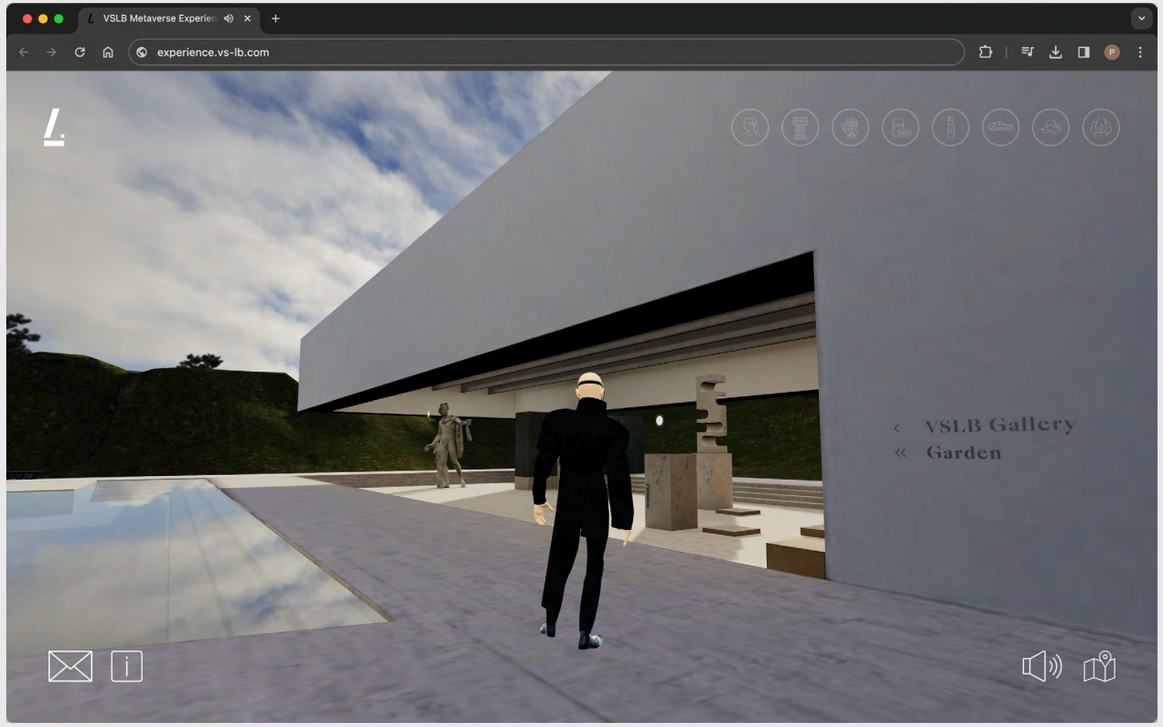
Tools

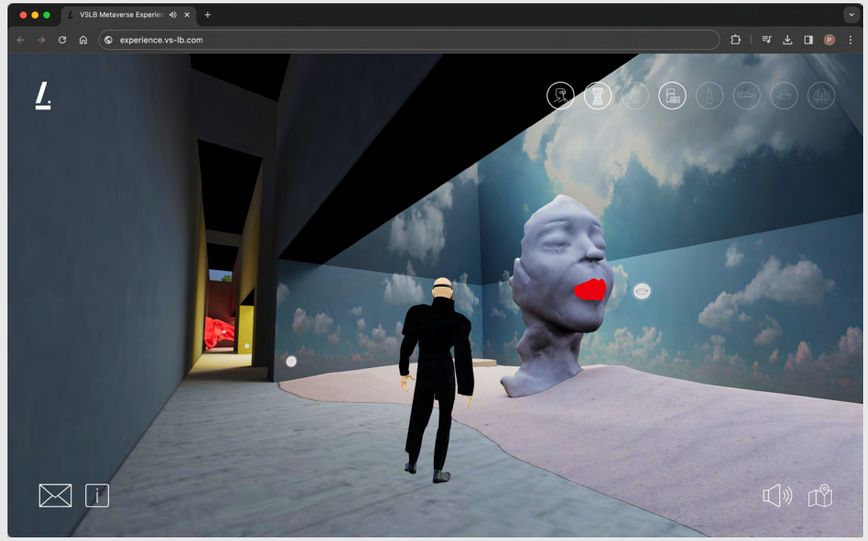
Adobe Xd
HTML & CSS
Javascript
Three.js
Cannon.js
GitHub
Cinema4D

No. 2

Immersive Web Experience

Freelance Work





VSLB Metaverse

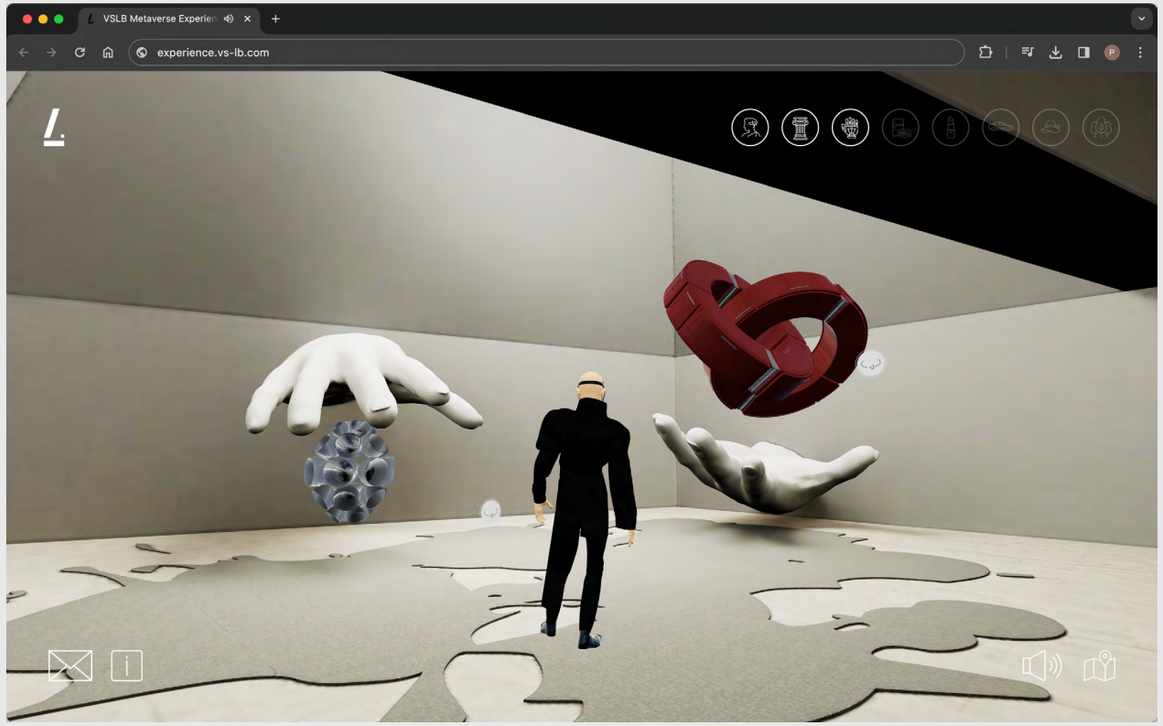
VSLB Inc. is a Seoul-based design studio specializing in 3D visuals and virtual brand experiences. As part of an in-house project, I contributed to the development of an immersive web space dedicated to brand marketing, aiming to take the conventional online shopping experience to the next level. This interactive virtual space connects the digital and physical world. It redefines how customers engage with their products.

No. 2

VSLB Metaverse

Immersive Web Experience

This project combines web development with game design.



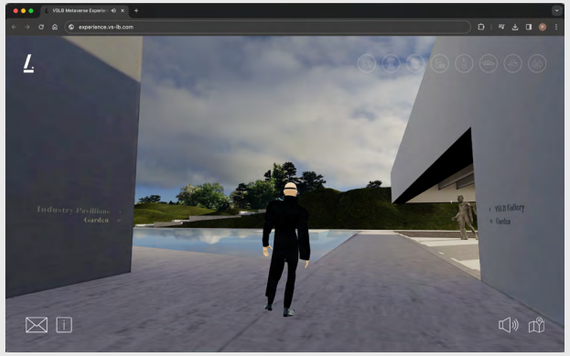
Current online shopping experiences are limited to scrolling through a 2D website. As a result, they often fall short in providing the tactile and visual elements of in-person shopping. To create a dynamic and engaging shopping environment a third-person view is offered. Users get to explore the space with its four major themes, each having their unique interactions and animations. To further enhance user engagement, a quest is introduced at the beginning of the virtual shopping journey, encouraging users to explore all spaces and collect tokens along the way. This not only adds a gamified element but also encourages thorough exploration, ensuring users interact with the diverse facets of the brand and its products.

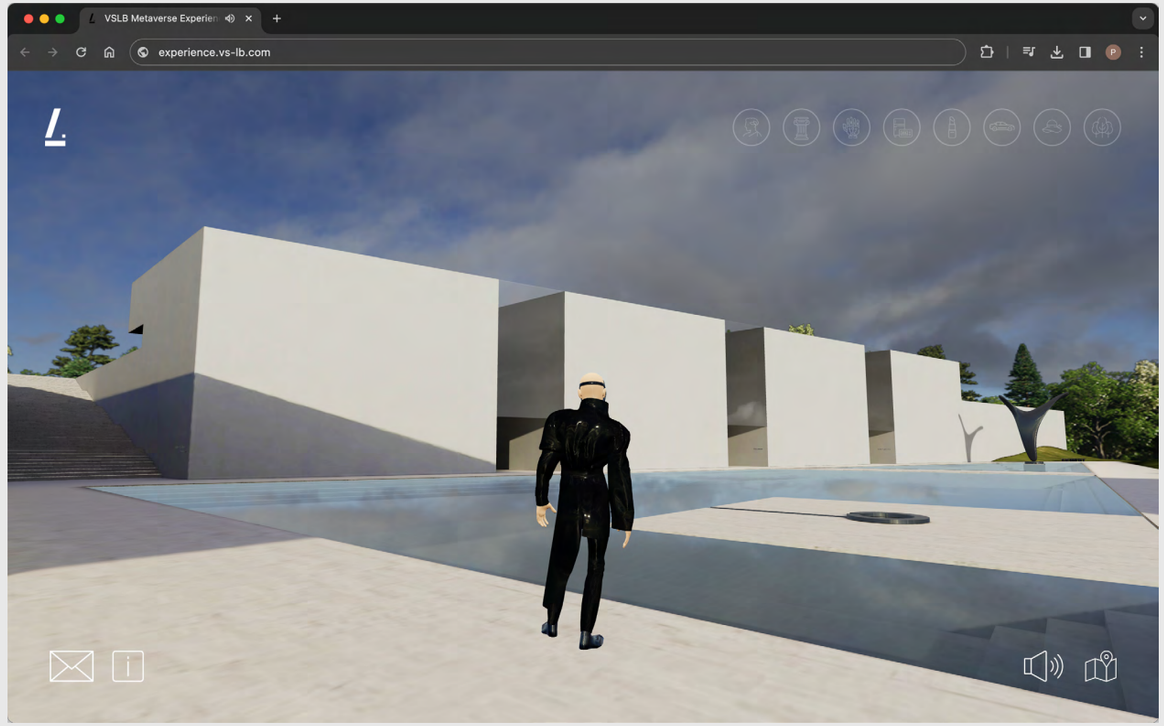
For this type of project, game engines like Unity or Unreal Engine are typically used. This project, however, was entirely built using Javascript to create a light-weight browser application. I used libraries such as Three.js to display the 3D visuals and Cannon.js for the physics. This approach was chosen because the project involved more than just displaying animated graphics, also featuring a third-person controller and mouse interactions.

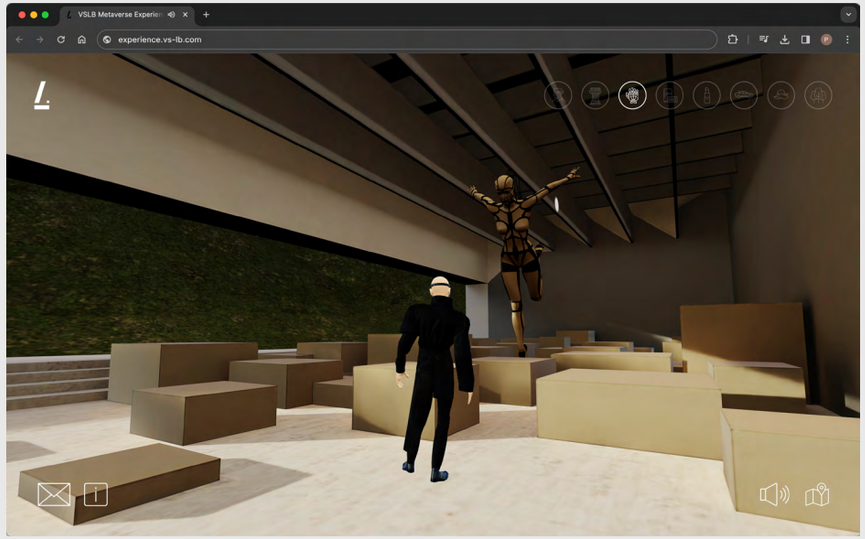
No. 2

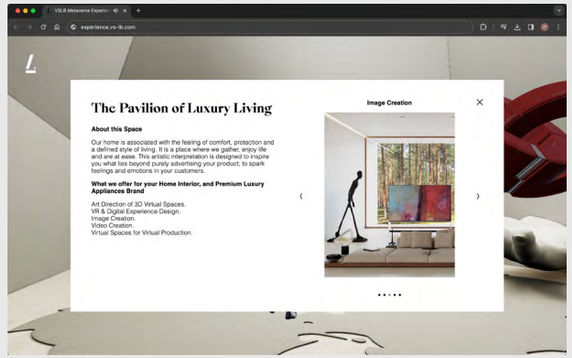
VSLB Metaverse

Impressions







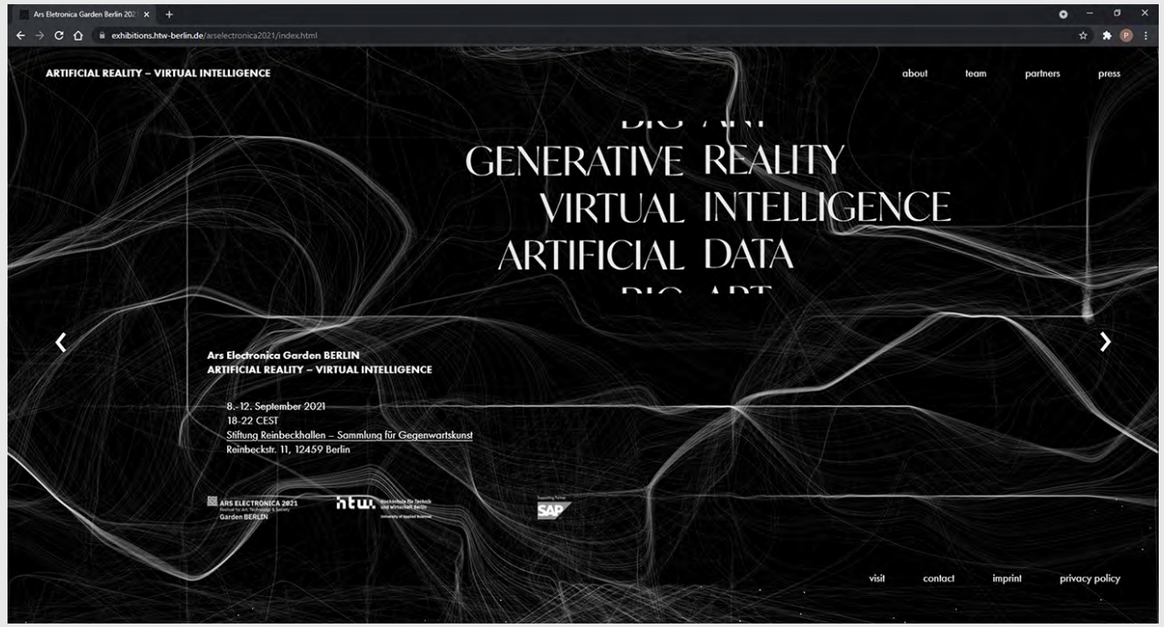


No. 3

2021

Ars Electronica

Web Design



Fields

UI Design
Front-end Development
Creative Coding

Contribution

Visual Identity
Moodboards
Prototyping
Programming

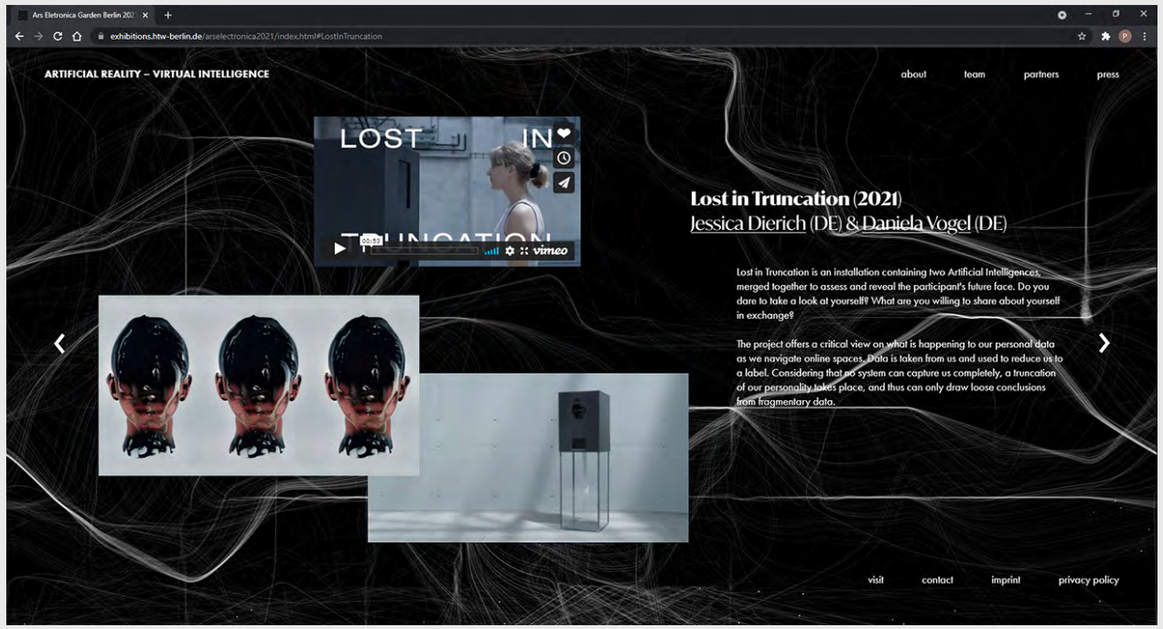
Tools

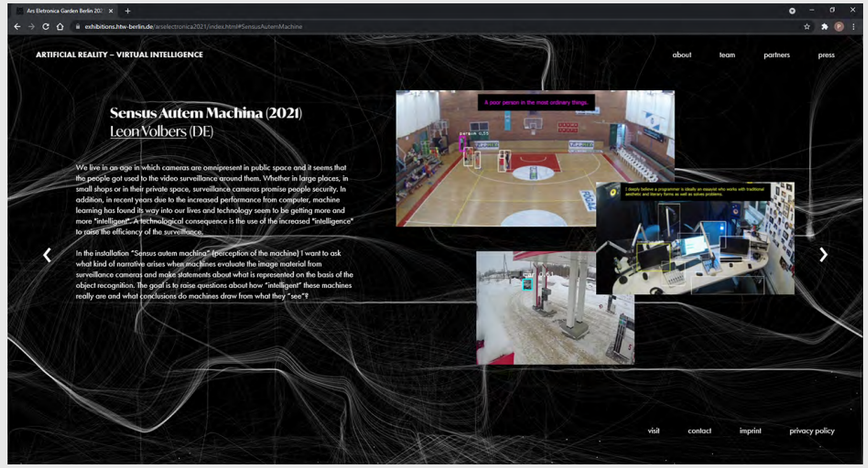
Adobe Xd
HTML & CSS
Javascript
P5.js
jQuery

No. 3

Web Design

Freelance Work





Ars Electronica

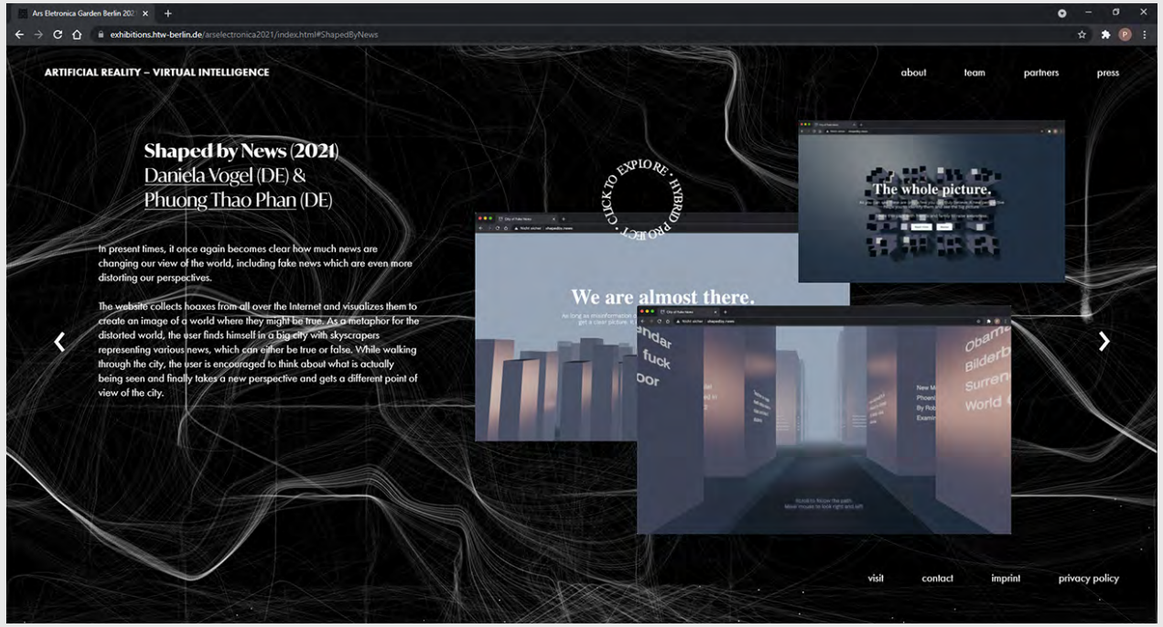
The Ars Electronica is one of the most renowned festivals in the field of new media art and design. As part of the festival in 2021, Andreas Ingerl and Moritz Schell curated the Ars Electronica Garden Berlin under the theme ARTIFICIAL REALITY – VIRTUAL INTELLIGENCE. This exhibition featured works by students from the Communication Design BA program at the University of Applied Sciences Berlin.

No. 3

Ars Electronica

Web Design

Have a look at the website and scroll through all the projects.



Part of this work was to create a corporate identity as well as the technical implementation of the website. The main concept was to create a progressive layout while emphasizing the overall ideas of the exhibition. The generative background brings it all together and runs as a recurrent thread through the whole pages.

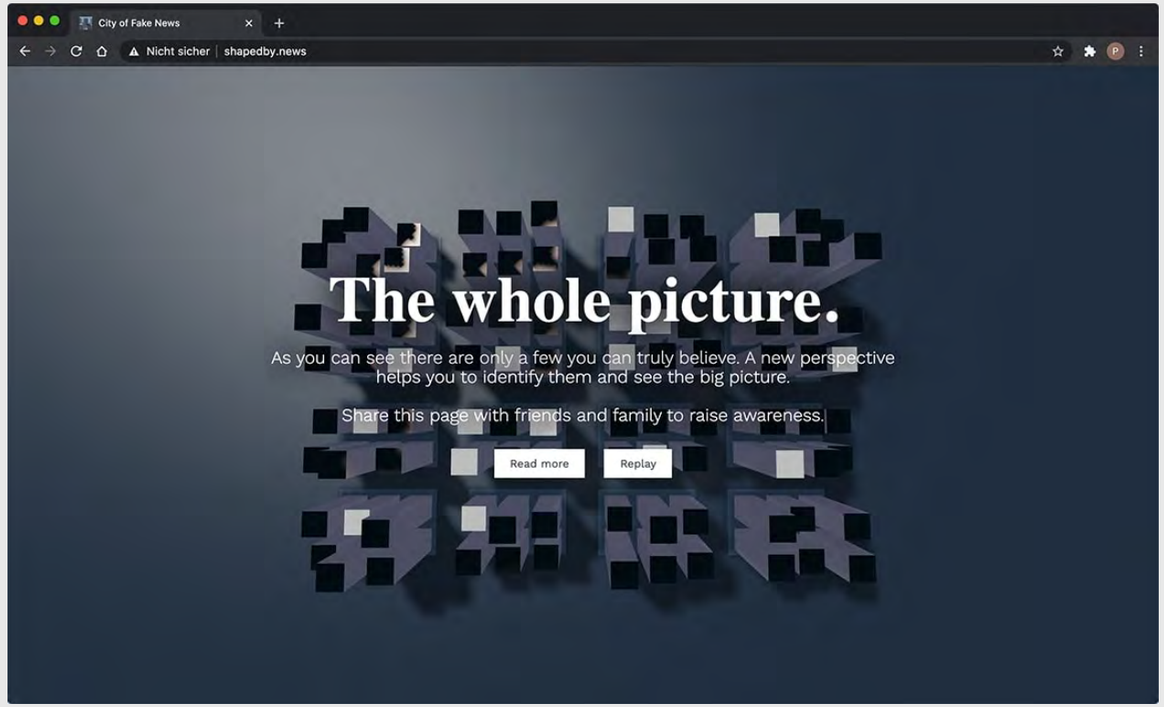
In every web design process, prototyping is crucial for effective UI design. The prototypes were created in Adobe Xd. While the website itself was built using HTML, CSS and Javascript, and P5.js for the generative background.

No. 4

2021

Shaped by News

Interactive Website



Fields

UX Design
3D Design
Front-end Development

Contribution

Conception & Design
Prototyping
Programming

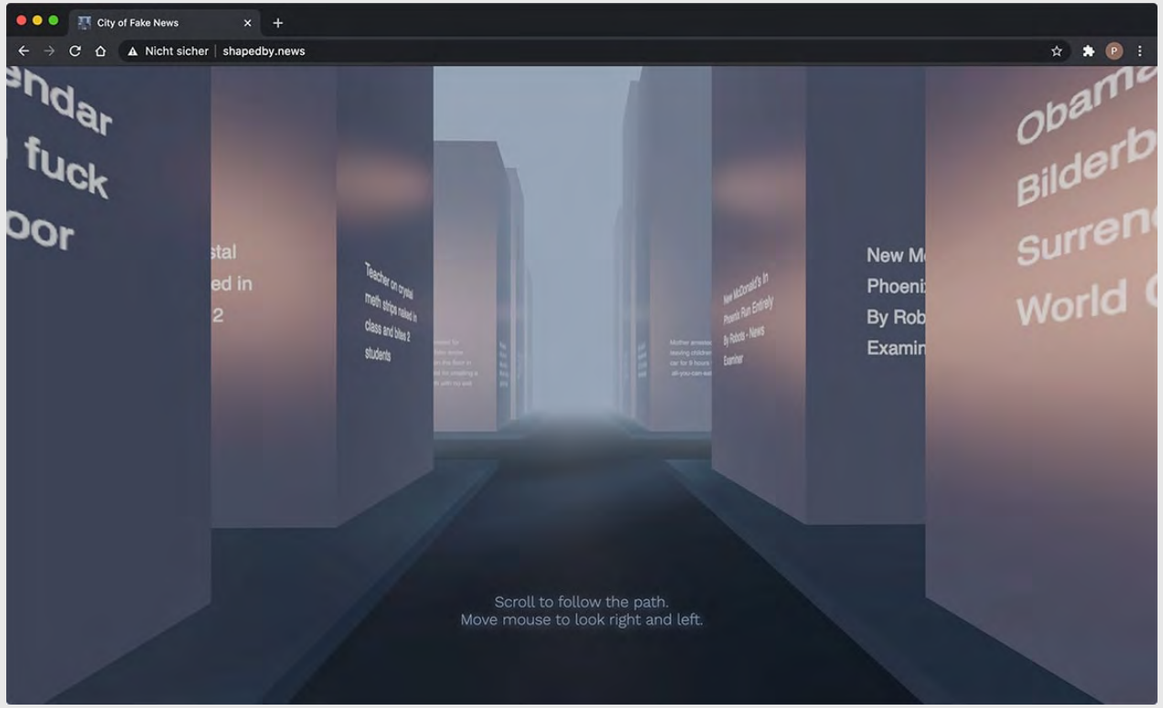
Tools

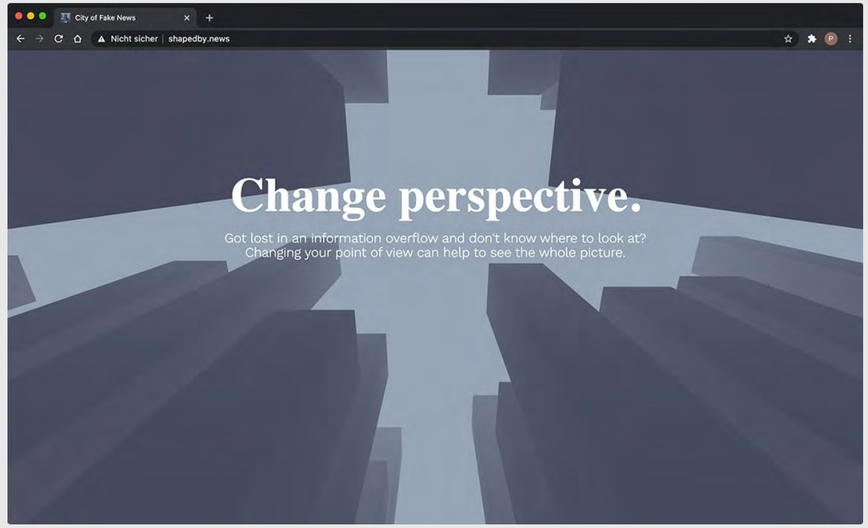
Adobe Xd
HTML & CSS
Three.js
D3.js
GitHub

No. 4

Interactive Website

Semester Project





Shaped by News

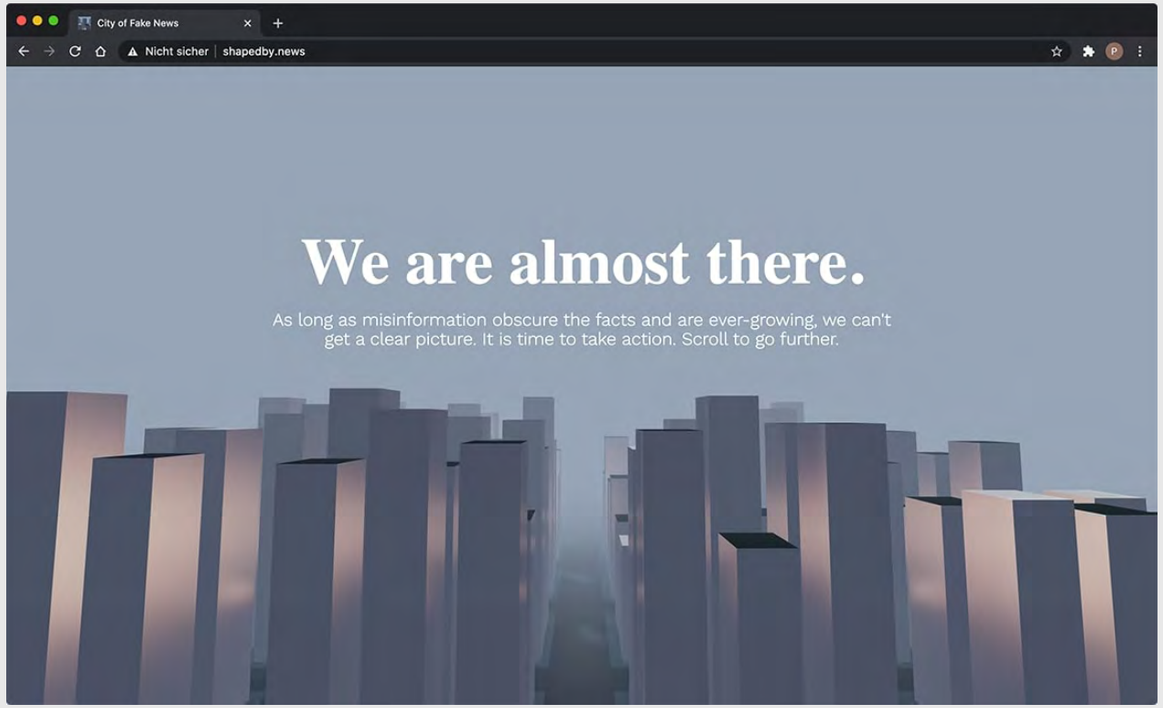
Social media and news are closely intertwined, given that the majority of news nowadays are consumed through different social media channels. Yet, it is very challenging to identify between authentic information and misinformation. In response to this issue, Daniela Vogel and I have developed a web-based 3D city. It is a user-interactive experience aimed at exploring the complexities of the digital landscape and how overwhelming it can be.

No. 4

Shaped by News

Interactive Website

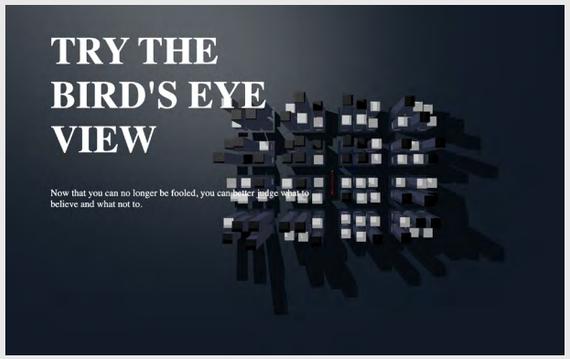
This project was exhibited at the Ars Electronica Garden Berlin 2021, Futurium Lab Berlin and Kunst- & Museumsnacht Pfarrkirchen.



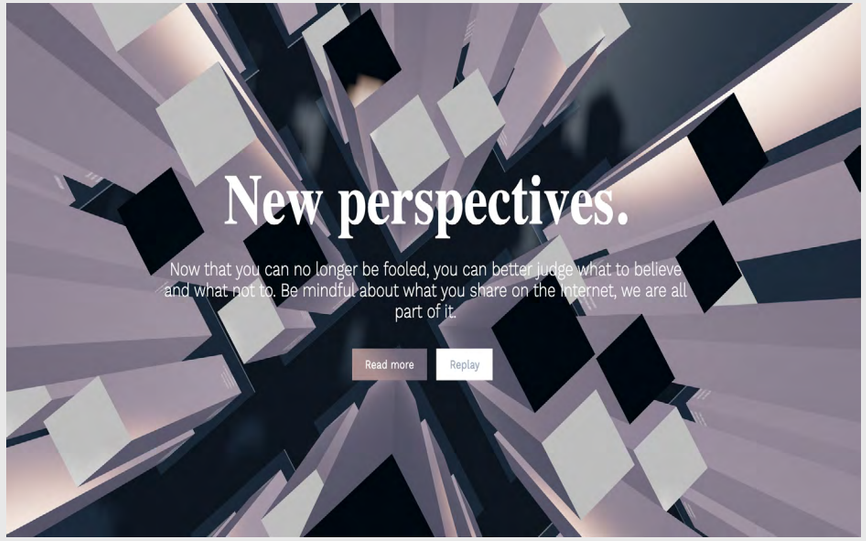
The website collects news, both false and true, from all over the internet. They are then presented in a world where hoaxes are seamlessly integrated into what is considered the truth, without the audience being aware of that. The intention is to show how a different perspective can provide a clearer view. Instead of getting lost in the sea of information, the idea is to encourage individuals to take a step back, view everything comprehensively, and identify hoaxes before inadvertently spreading them.

A significant aspect was the conception and prototyping, considering the user experience in all aspects. The entire experience is interactive, guiding users through the city to explore diverse perspectives. However, the major part of this project was the technical development of the website. Javascript was our main programming language. We used Three.js for the 3D visuals and interactions and D3.js for the data visualisation.

Explore the world of fake news here!


TRY THE
BIRD'S EYE
VIEW
Now that you can no longer be fooled, you can better judge what to believe and what not to.


TRY THE
BIRD'S EYE
VIEW
We are not there yet. As long as misinformation obscure the facts and are ever-growing, we cannot get a clear picture. It is time for you to take action.


New perspectives.
Now that you can no longer be fooled, you can better judge what to believe and what not to. Be mindful about what you share on the Internet, we are all part of it.
Read more
Replay

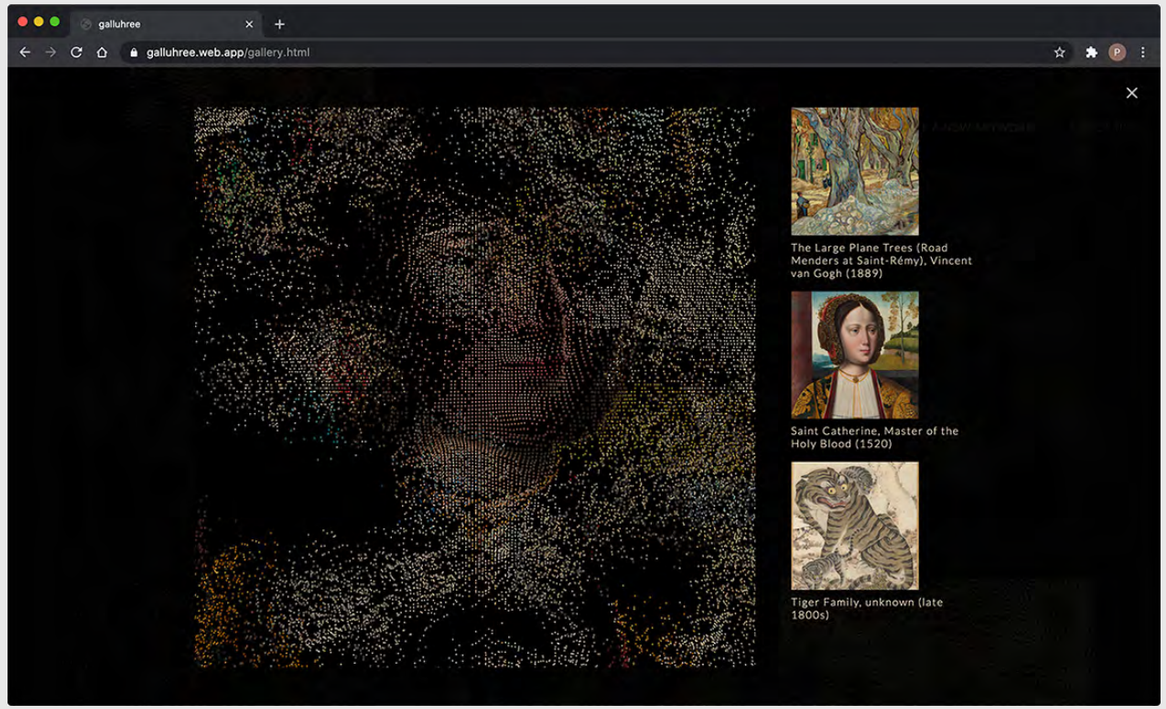

SEARCHING
FOR THE
TRUTH
Finding out the truth these days is not easy. But changing the perspective could be one good start. People tend to like and retweet things that they are emotionally attached to. Often it is not even considered if what they read or see is true or false. But don't be fooled by the fact that tweets are often liked. This does not make a statement true. Even worse, it drowns out the truth, making it even more difficult to discern. So, keep in mind that as long as you are not sure about it, you should at least avoid forwarding or liking the posts.

No. 5

2020

Galluhree

Digital Art Experience



Fields

UX & UI Design
Front-end Development
Webcam Eye Tracking
Generative Algorithm

Contribution

Conception & Design
Prototyping
Programming

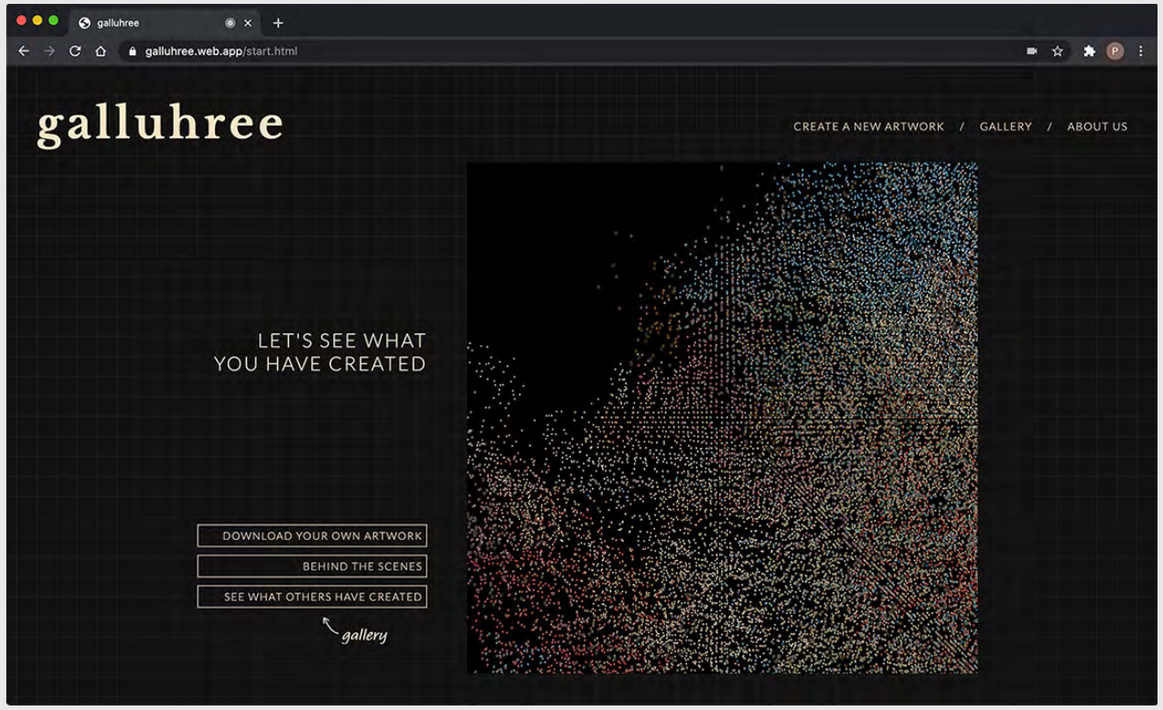
Tools

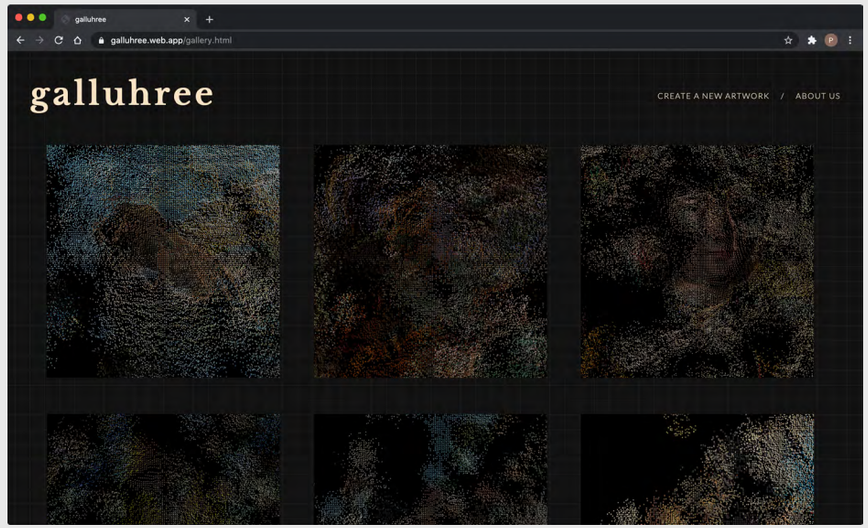
Adobe Xd
HTML & CSS
Webgazer.js
P5.js
GitHub

No. 5

Digital Art Experience

Semester Project





Galluhree

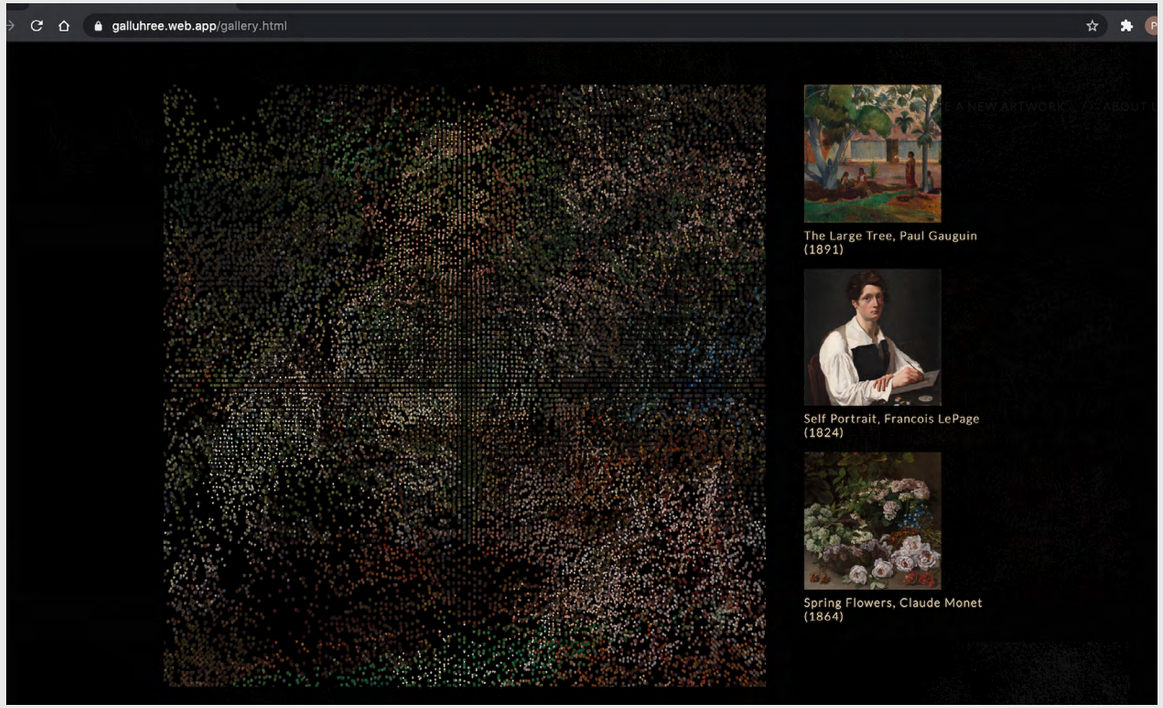
The COVID-19 pandemic caused significant changes to various aspects of cultural events. In response, we have developed a digital art experience, bringing a gallery directly to everyone‘s home and putting a little twist to it.

No. 5

Galluhree

Digital Art Experience

Visit our Galluhree and create your own generative artwork!



As the visitor navigates through the website and looks at historic artworks, an eyetracker captures the viewer's eye movements. Our algorithm is simultaneously working in the background to translate these eye movements into a unique and personalized artwork, without them knowing the outcome. This adds an element of surprise and individuality to the experience.

The central theme of this project was the art of tracking within our contemporary technological society. Therefore, we used Webgazer.js, a tool that tracks the viewer's eye movement through a webcam. We connected that to P5.js to create the artwork with the collected information.

No. 6

2020

Memoriam

Interaction Design

Fields

Physical Computing

Contribution

Conception
Product design
Prototyping
Programming
Projection Mapping

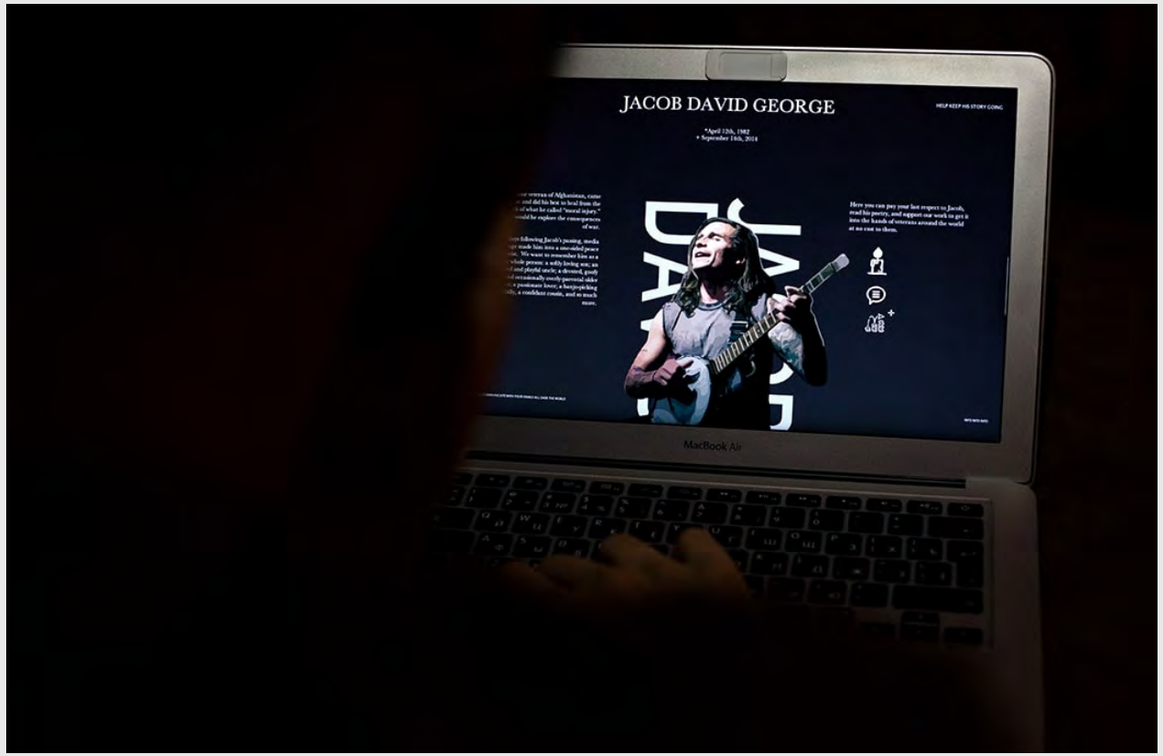
Tools

Processing
Arduino

No. 6

Interaction Design

Semester Project



Memoriam

Discussing death is undoubtedly one of the most challenging topics, especially when it involves the loss of a loved one. During such times, the best way to grief is with the support of others. But what do we do when our friends and family are physically distant, separated by hundreds of miles? This led to the creation of Memoriam.

No. 6

Memoriam

Interaction Design

This project combines interaction design with product design.

Memoriam is an installation that is connected to a website. On the website a viewer expresses condolences by sharing memories through text and pictures. With each interaction, the whole installation lights up. At the same time, the inner box goes down and reveals a video with memories of the person being reminisced about. The purpose is to provide a platform for expressing support, overcoming distances when physical presence may not always be possible.

The setup consists with two boxes, one inside of the other, and a small beamer underneath that projects the video and creates the illumination. For the movement of the inner box we used two linears motor. The entire system is then connected to Processing and Arduino, allowing viewers to interact with the installation.

If you want to get to know more about me,
feel free to reach out! :)

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