

S A R A L U N A

UX/UI AND VISUAL ART

SARA LUNA

I am an Digital Artist and UX designer, I have both conceptual and technical skills, which allow me to generate innovative solutions that stand out in the market, develop visual elements that emotionally connect with the user, and build the differential value of the product to make it more attractive, coherent, and memorable.

SKILLS

Design Thinking
Empathy and responsibility
Strong Team Work Skills
Visual communication
User Startegy

Prototyping
Wireframing
Interaction
Art Experiences
Illustration



GROUP EXHIBITIONS

I collaborated with research groups, as well as with professionals in the fields of art, science, and technology to complete these works. These experiences greatly influenced my personal and artistic growth, helping me better understand the distribution of tasks and organizational responsibilities.

MY ROLE:

Art

Design

Scenography

Concept Art

Strategy



ALEPH

ARTE Y TECNOLOGÍA EXPERIMENTAL

ALEPH EXPERIMENTAL

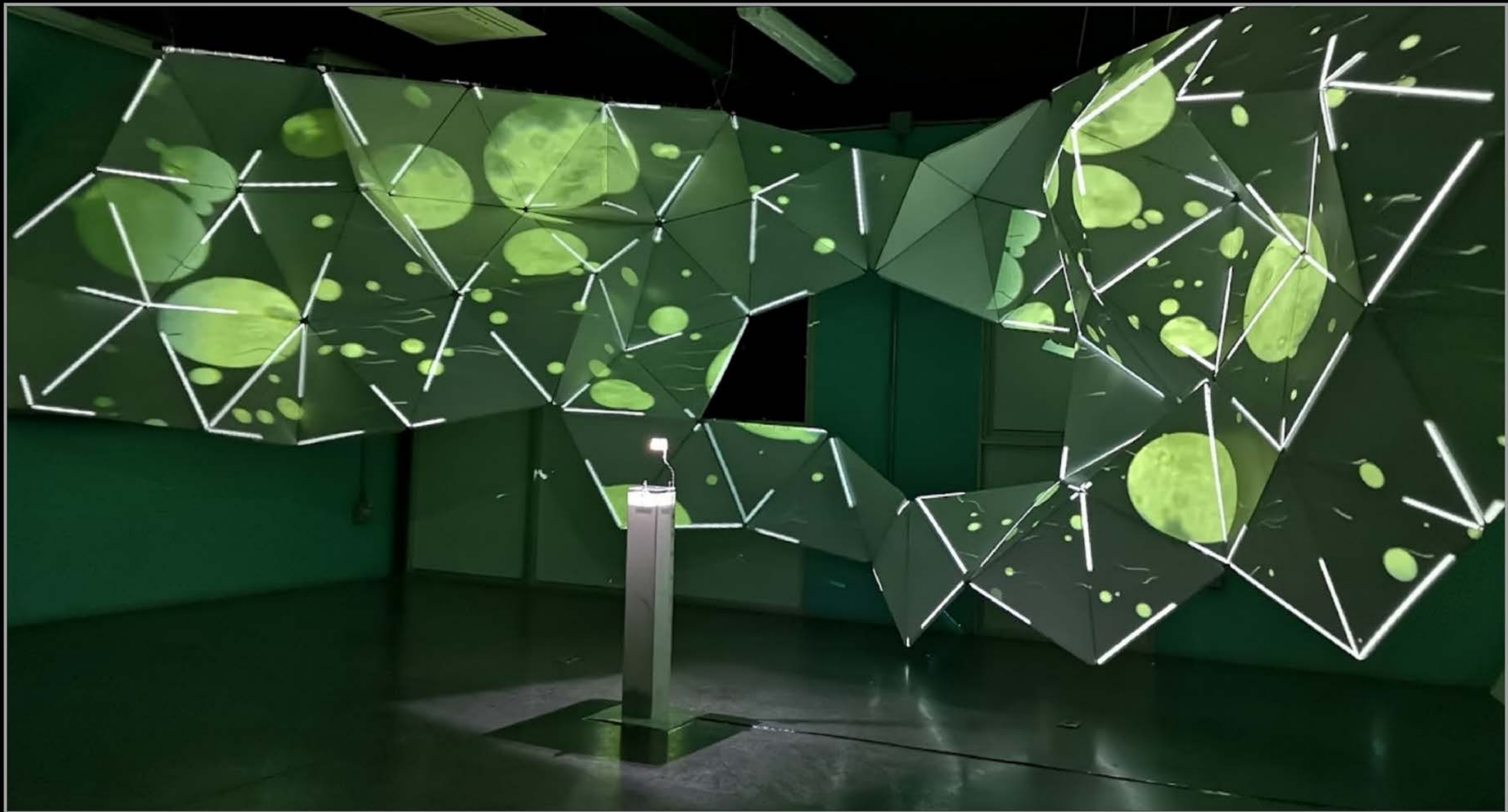
CO-FOUNDER AND ARTIST

Aleph is a multidisciplinary research group for experimentation in interactive installations of the Parque Explora in Medellín, , which was born in 2017 with different artists and professionals interested in sharing knowledge and generating proposals around the art, science and technology.

INVESTIGATION LINES

- *Digital Art And New Media.*
- *Biokinetics.*
- *Storytelling And Narrative Creation.*
- *Relations Between Sound And Image.*
- *Interactive Uses And Applications*
- *Virtual Reality Video Mapping*
- *Programming And Open Source.*





BIO INSTALATION

ALEPH EXPERIMENTAL

The installation consists of a DIY microscope through which the image of living microorganisms (protozoa) obtained from the water in the territory surrounding the exhibition area is transmitted in real time to the projection, giving importance in the aesthetic field to those unnoticed forms of life. in our daily environment, and broadening our view of the territory.

Exhibited in:

- Art Museum of Pererira (2019)
- Exploratorio de Medellín (2018)



Video



Interview

Interactive Instalation



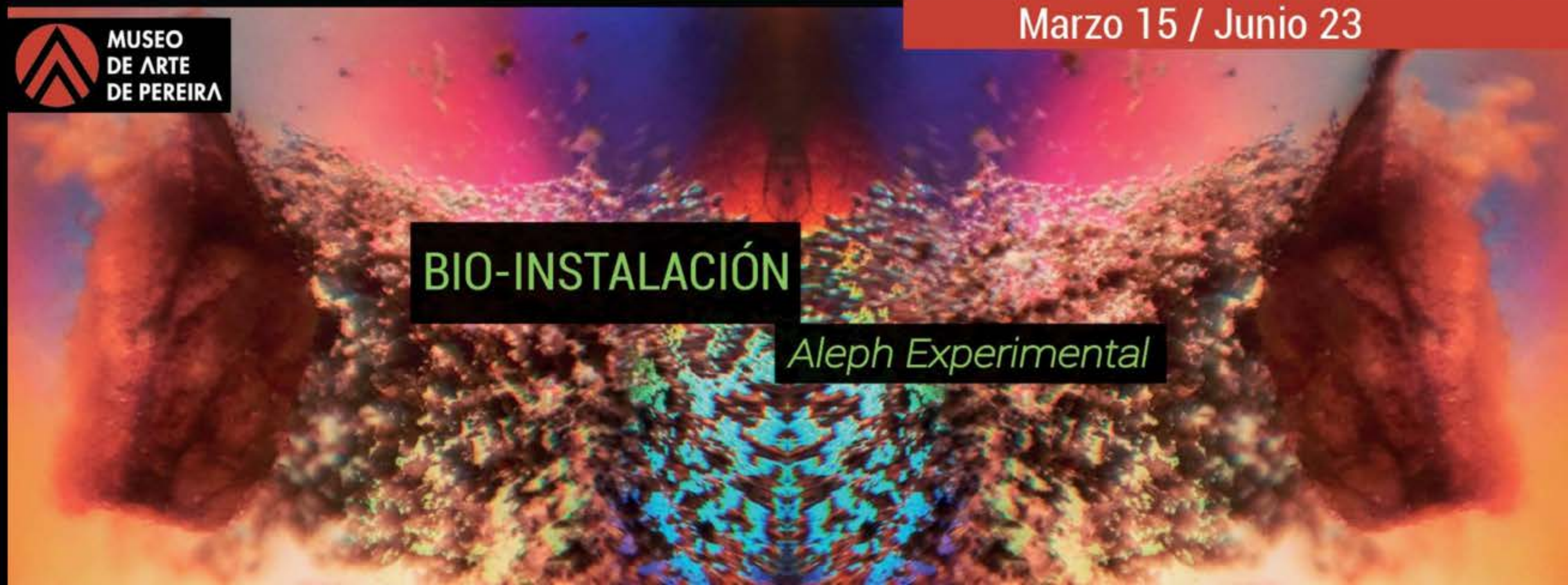
Marzo 15 / Junio 23



MUSEO
DE ARTE
DE PEREIRA

BIO-INSTALACIÓN

Aleph Experimental



INVISIBLE LANDSCAPE ALEPH EXPERIMENTAL WORKSHOP

Using easily accessible materials such as cardboard, scissors and glue, in order to generate visual content, this laboratory seeks to bring children, young people and adults closer to the microscopic landscapes of our daily environment, based on the elements found.

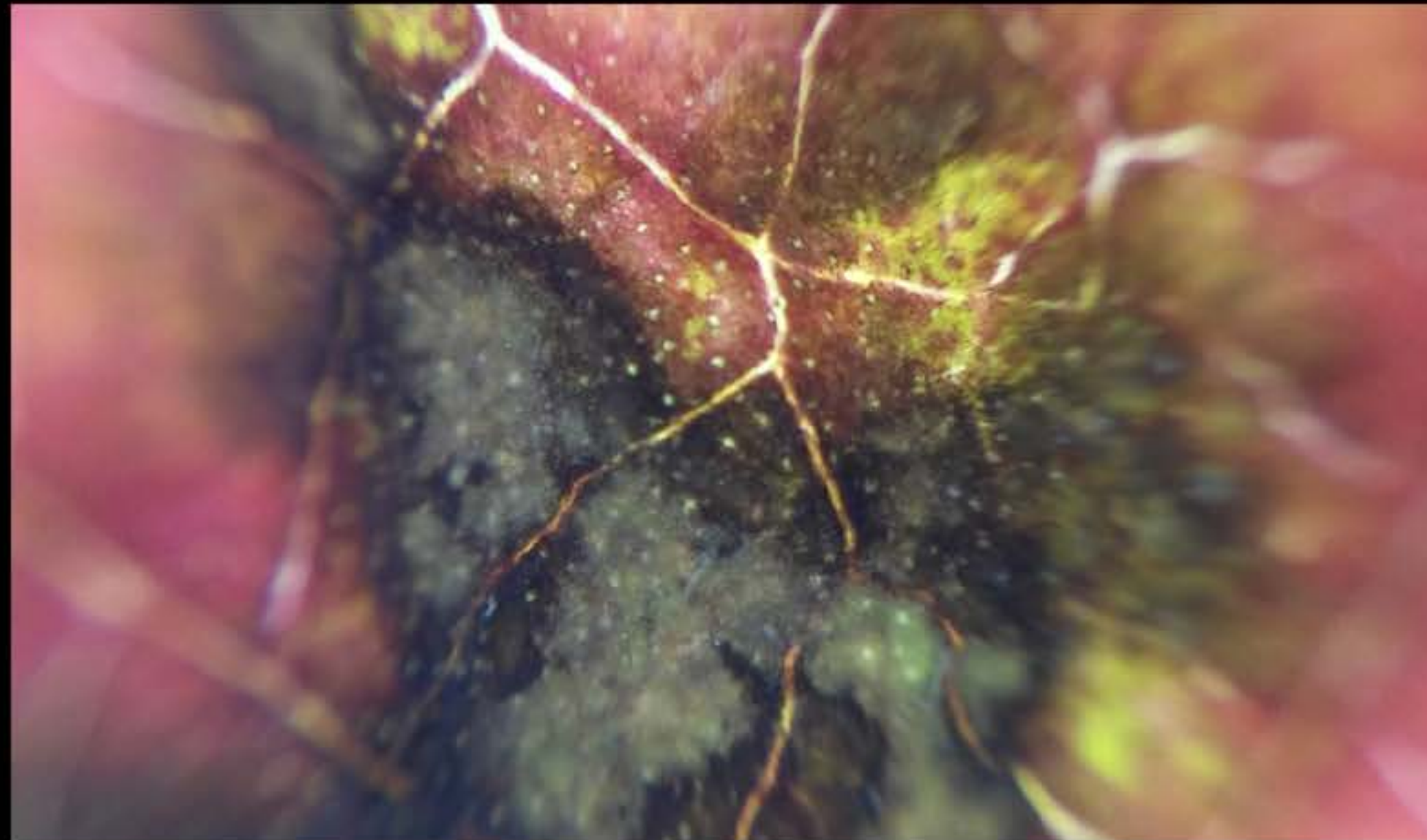
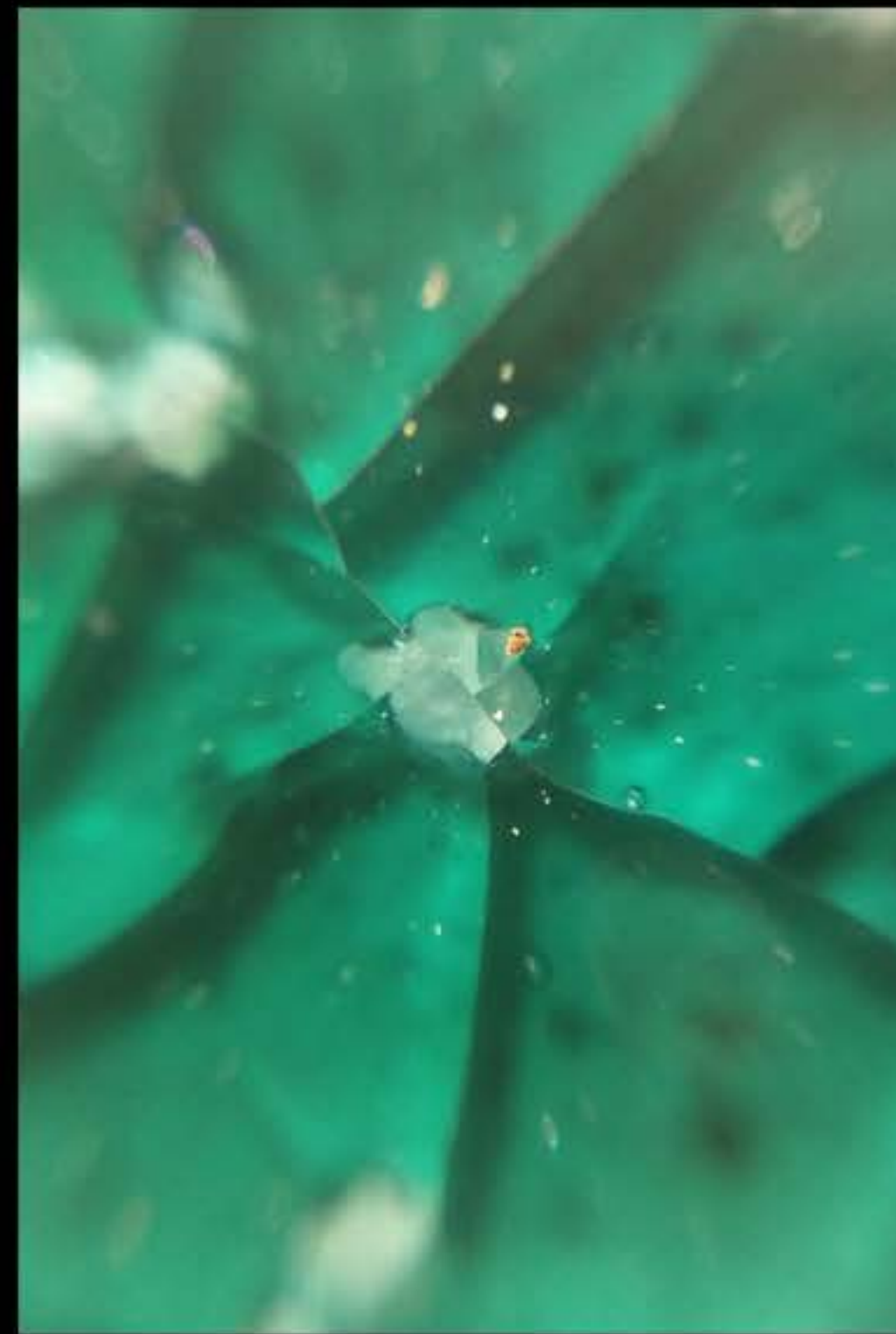
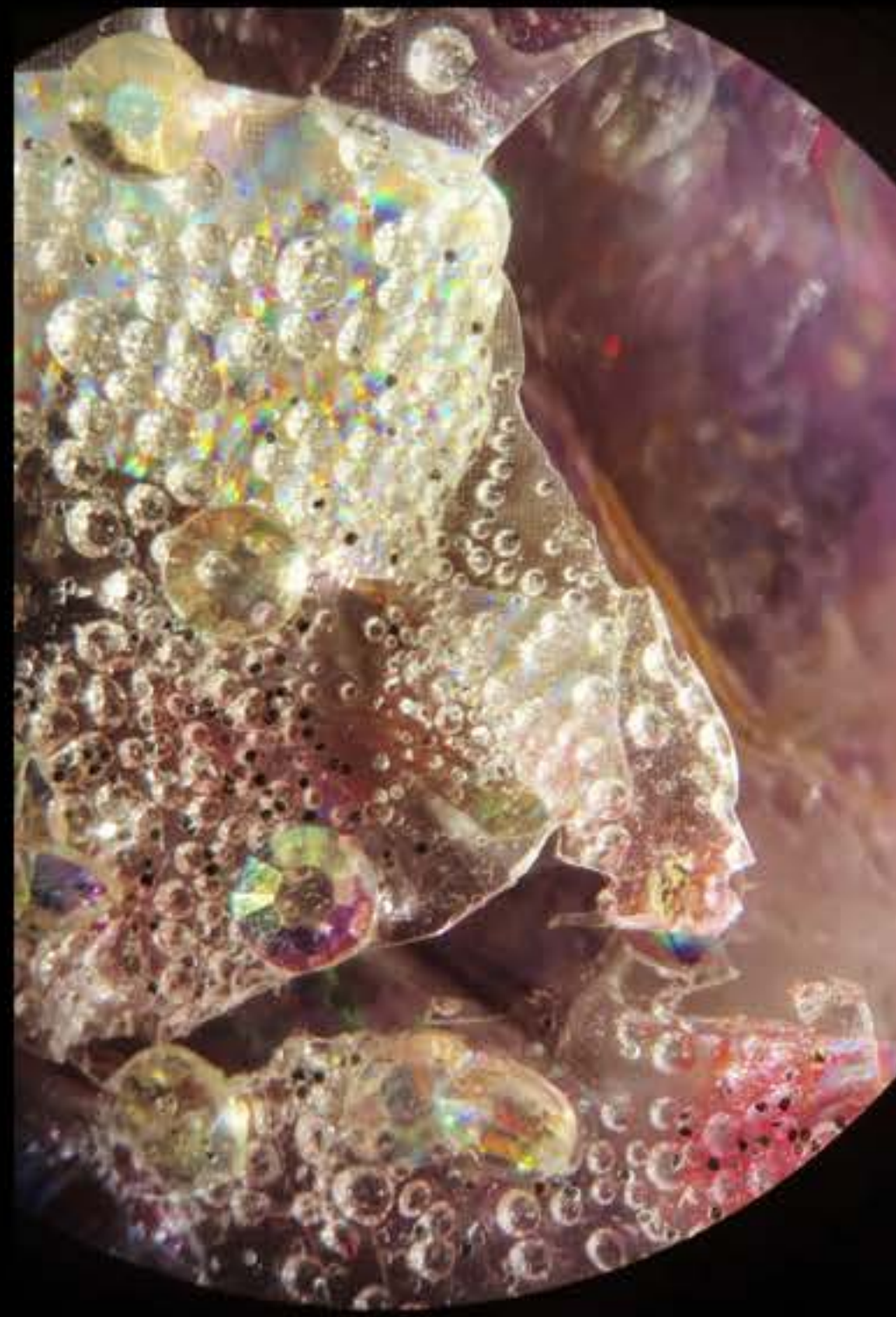
The participants personalize their microscopes with techniques of drawing, painting, collage of images among other plastic means. The workshop results in an exhibition of the different images and videos made with microscopes.

Exhibited in:

- Image Festival of Manizales (2019)
- Art Museum of Pereira (2019)



Video



VOSTOK II

ALEPH EXPERIMENTAL

Vostok II is a multimedia installation that pays tribute to Yuri Gagarin's historic journey into space on April 12, 1961. The installation features a series of immersive galactic images that are brought to life by digital technology.

The installation incorporates analog sensors that capture the movement of people as they traverse through the space, modifying the image and sound in real-time. Overall, Vostok II is an unforgettable experience that celebrates one of the greatest achievements in human history.

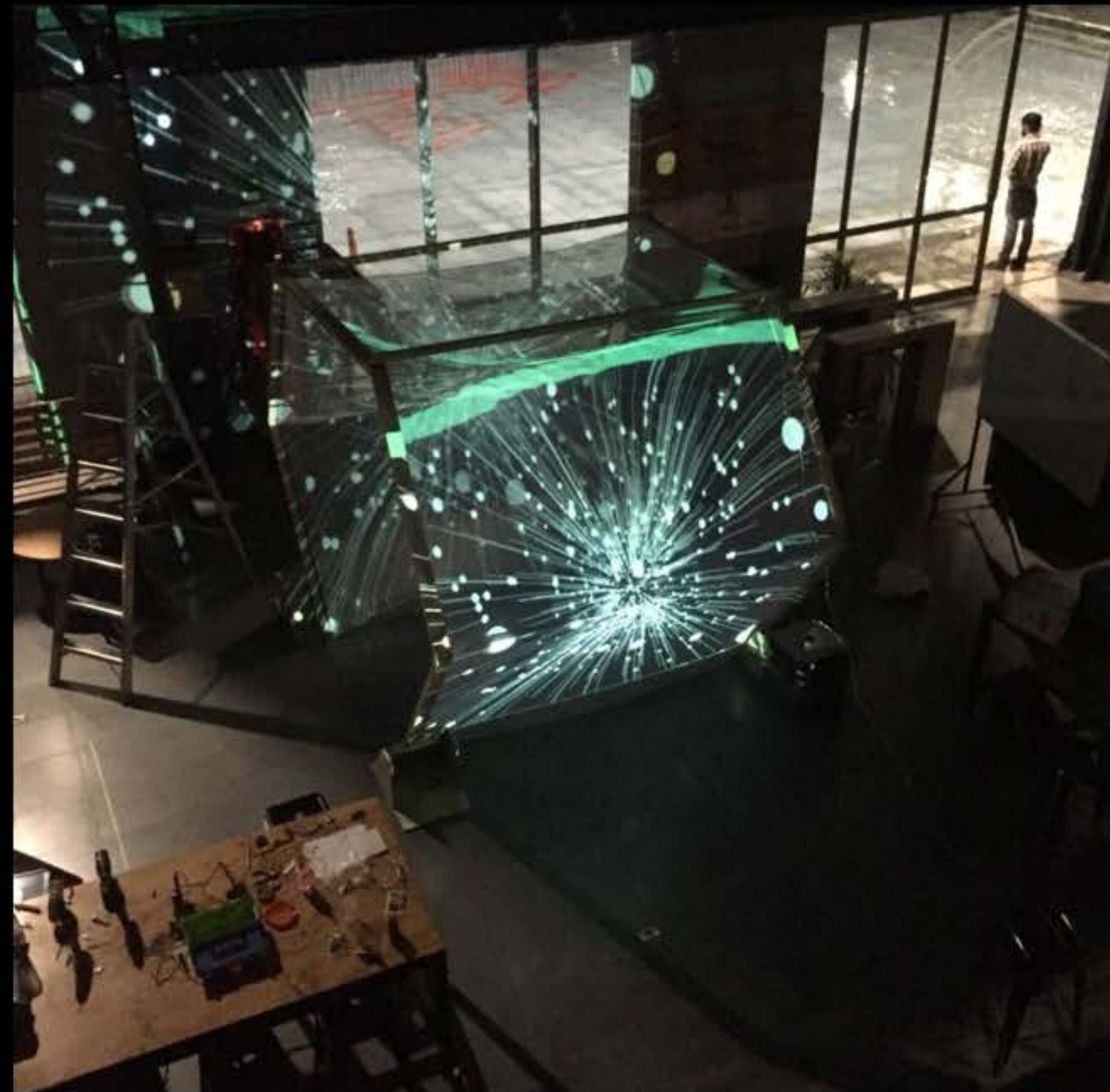
Exhibited in:

- Planetarium of Medellin (2018)



[Resume](#)

Interactive Instalation



PLANETARIO
DE MEDELLÍN

exploratorio
TALLER PÚBLICO DE EXPERIMENTACIÓN

Instalación interactiva
VOSTOK II

Jueves 12 de abril
7:00 p.m.



Yuri Gagarin: fiesta global
LA NOCHE DEL COSMONAUTA
Entrada libre en El Planetario de Medellín.

parque
explora



SOUND CODE CREATIVE LABORATORY

Mamm Medellín's laboratories 1 and 2 recently hosted the Invazion festival, where the "Code of Sound" exhibition took place.

This exhibition showcased the interactive and reactive audiovisual pieces created by individuals from diverse backgrounds and professions to express themselves creatively through computer programming holarship by the Medellín Mayor's Office.

Exhibited in:

- MAMM (2018)
Museum of Modern Art



Link

Interactive Instalation



VISUAL DIRECTION

My role as visual director was to be responsible for selecting artists from the visual area for events and cultural platforms. I collaborate with the creative team to develop a cohesive visual concept that reflects the vision and goals of the project, providing guidance and direction to ensure that all visual elements and the user experience are the best possible.

MY ROLE:

Design

Content Curation

Agenda Structure

Strategy

Concept Art

ARTKA PLATFORM

VISUAL CURATION

ARTKA is a dissemination and circulation platform that promotes the production and composition of electronic music and digital creativity. Its central focus is to generate Live Act concerts, which feature a wide range of cutting-edge electronic music sub-genres, complemented with visual arts in various styles and formats. ARTKA also includes non-formal training elements around these artistic practices, in the form of occasional workshops or master classes

My role

As ARTKA Curator, my role is to oversee the curation and development of the artistic offerings on the platform. This implies working closely with music producers and visual artists to select the best works according to the call, also my role consisted of directing the visual part of the platform.



Música electrónica

La cultura es de todos Mincultura

artka presenta:

Ecos en confinamiento
Exploraciones audiovisuales in Situ

OPEN CALL!

Recibimos propuestas en las siguientes categorías:

- Video arte y experimental
- Video performance
- Propuestas interactivas virtuales/digitales
- Proyección 3D y video mapping

Mayores de 18 años

#COMPARTESOMOS www.artka.com.co Creatividad digital

WART

CULTURAL EVENT

In Wart, the union and collaborative work are proposed as essential strategies for the formation of culture within a social context where the different art disciplines are divided and compartmentalized.

This is achieved by linking graffiti, skateboarding, performance, sculpture, concerts, barber shows, and other forms of expression, where these areas can come together in the same space.

My role

My role consisted of curating and summoning participating artists, organizing the visual content, leading the different projections and designing the user experience in the space.





ART WORK

In art I find an opportunity to share my vision of the world, a language that only wants to be shared and enriched with the audience. The concepts that I express here reveal the intimacy of my cosmogony and hide the subtle unity that transcends us as individuals.

THE SOCIAL BODY

PARALLEL REALITIES

The Social Body is a work that compares the biological system and the sociopolitical system. In this way, using a semantic exercise between image and sound, a medical diagnosis is made that shows signs and symptoms of disease of both bodies (the social and the biological).

The diagnosis of a sick body is related to a social state in decline, in this case, the Colombian state, revealing its serious illness. Death appears as a process of disarticulation of the parts that make it up, and not only as a degenerative result through time

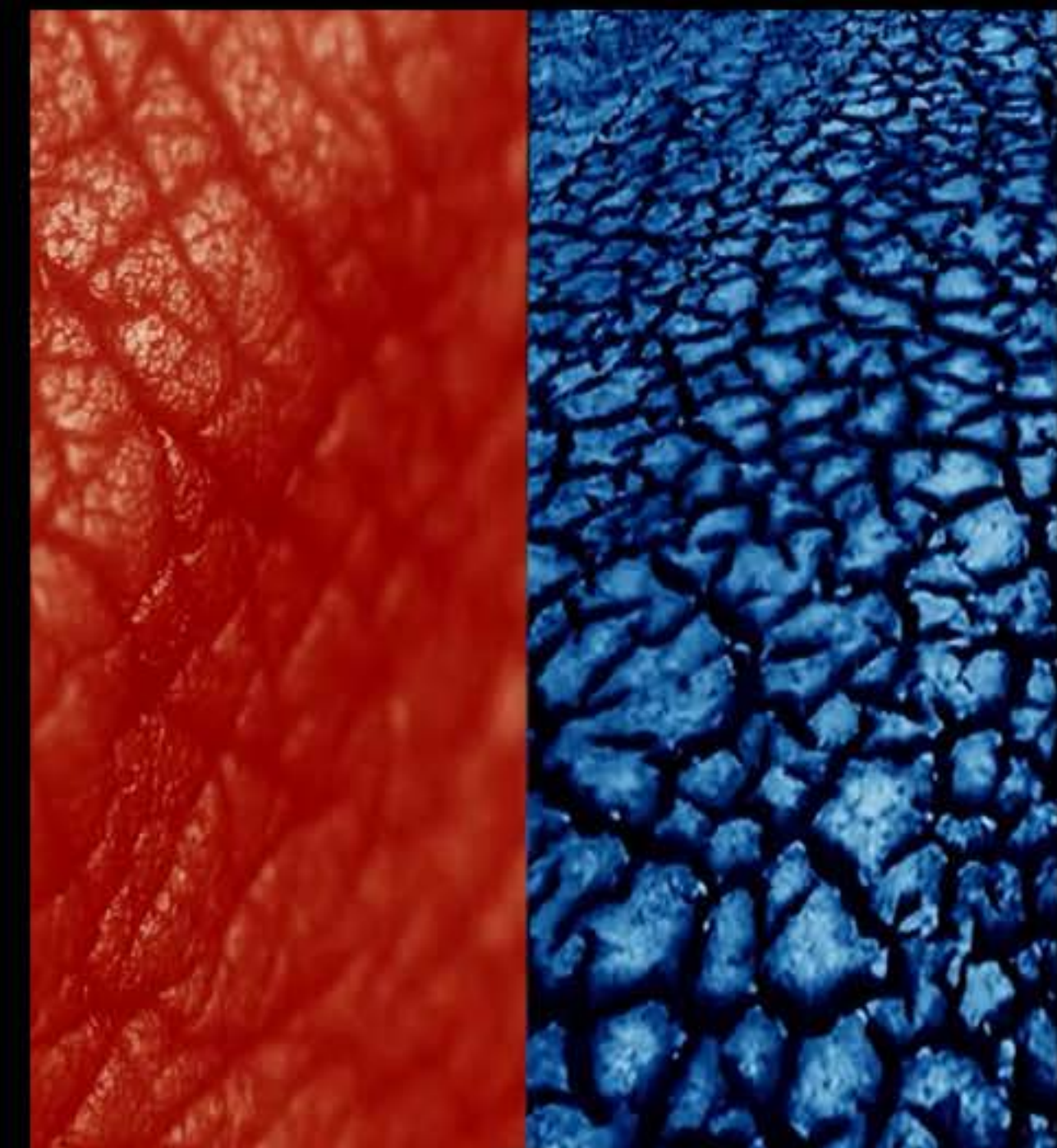
Exhibited In:

- Bug Festival, Comfama (2020)
- Cámara De Comercio Med (2020)



Video

Video Art



PATTERNS OF INFORMATION

PARALLEL REALITIES

This work compares the behavior of man, the movement of DNA, and the images generated mathematically by computer as the chain of essential units within the system to which they belong; in this case, the virtual, biological and social systems respectively.

The work is presented with a horizontal projection on three screens suspended in the room, where the video made with digital collage techniques and programming code is observed.

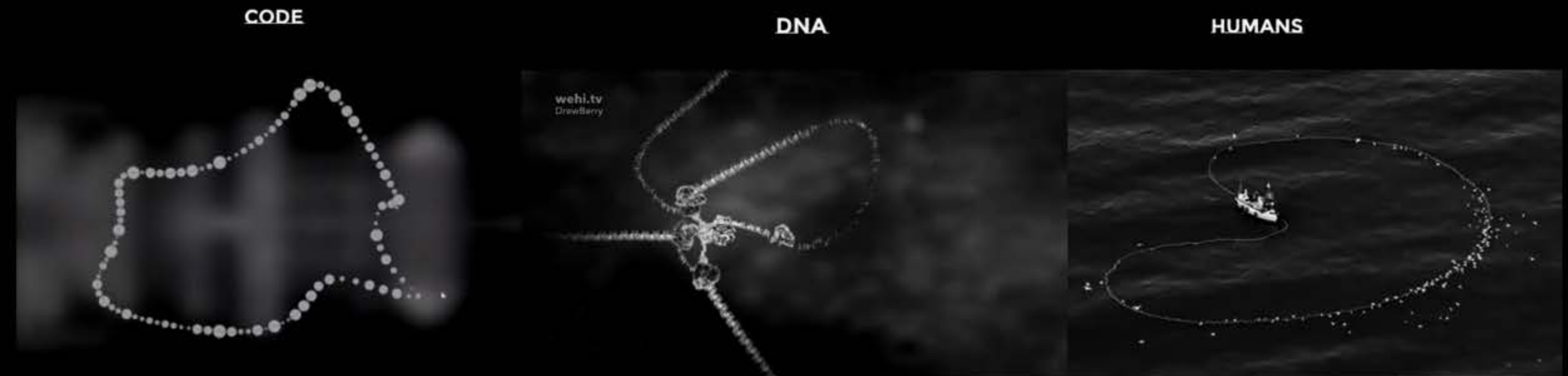
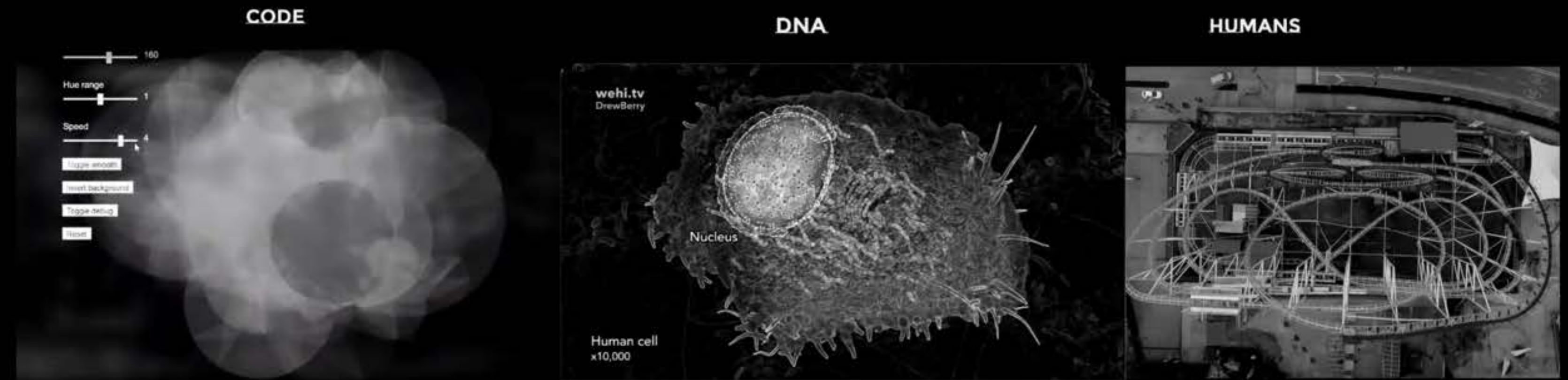
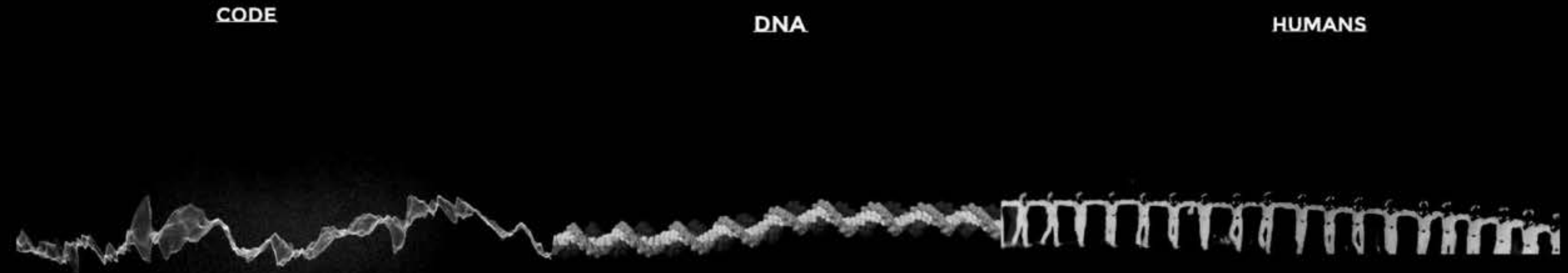
Exhibited In:

- Cámara De Comercio Med (2020)



Video

Video Art



THE THOUGHT MACHINE

PARALLEL REALITIES

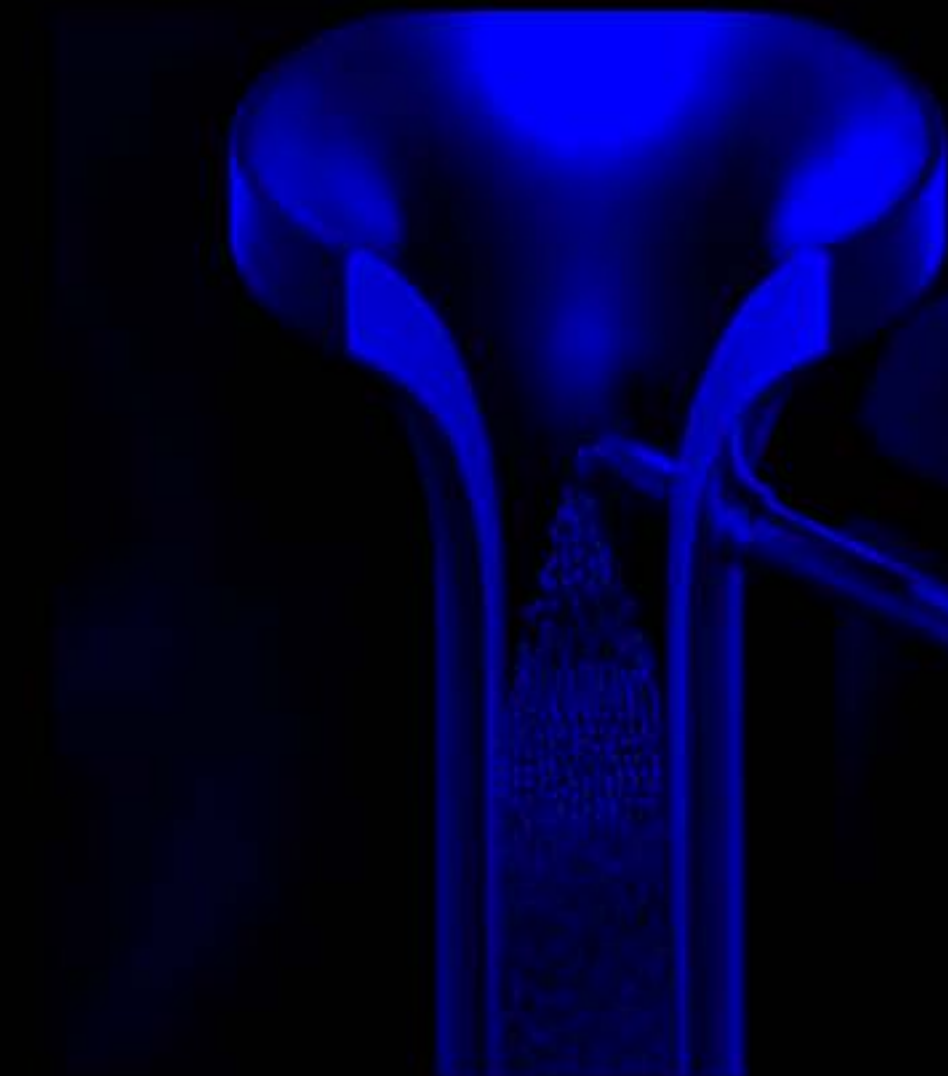
The ideas machine compares the functioning of the human body with that of a steam engine. Being both used as mechanisms of industrial development since the last centuries. But at the same time, the work wonders about the true purpose of the human machine, going beyond its operational capacities, it considers that its design responds to something deeply existential and creative.

Exhibited in:

- Universidad de Antioquia (2019)



Video



SOUND EXPLORATIONS OVER TIME

The 4x10 exhibition. Sound explorations over time, offers visitors an exceptional acoustic experience that requires closeness to space and a willingness to listen attentively; invites you to slow down and contemplate the way the world moves and the beauty that exists between one moment and another through enveloping atmospheres of sound and image.

From the visual exploration, different timelapses were used, inspired by the processes of transformation and physical mutation of insects, plants, animals and men, evidencing the transformation of matter and its wear over time.

Exhibited in:

- MAMM (2018)

Museum of Modern Art



Event Information



[MIÉRCOLES]
18 [ABRIL]
6:30 p.m.
TEATRO MAMM



CONCIERTO

**EXPLORACIONES
SONORAS SOBRE EL TIEMPO**

Apoya:



MAPPING AND LIVE VISUAL

Through my experience in live visual, I have perfected my skills to create multidisciplinary graphic styles that adapt to the specific needs of each project, festival, brand, band or client, giving it life and identity and sharing its value with the audience. From my passion for creativity, I help to develop solid concepts that can be transmitted through the visual experience.

MY ROLE:

Video

Edition

Interaction

Scenography

VideoMapping

Animation

MEJOR
WJ
SARA LUNA
2018

/ FULL ANITA / HACS-ART / SONIQUE / GUACHE /
/ KRIZ PRESLEY / VIDEOSO / PIECE OF LIGHT /
/ MIREAVER / GALLO / NUMB3R /

FECI Feria Internacional de Cine Independiente
BOGOTÁ

ASILO

BOILER ROOM

OFF CAMERA



N Ó T T

**FERALUCIA
ANDREA ARIAS
ORIETA CHREM
MAREA**

VISUALES: **SARA LUNA**



SARA LUNA
ARTISTA VISUAL

VISUALES



MARZO 16 - 24 / 19



visuals by **sara luna**
Warm up Medellín, Diciembre 1
Mute

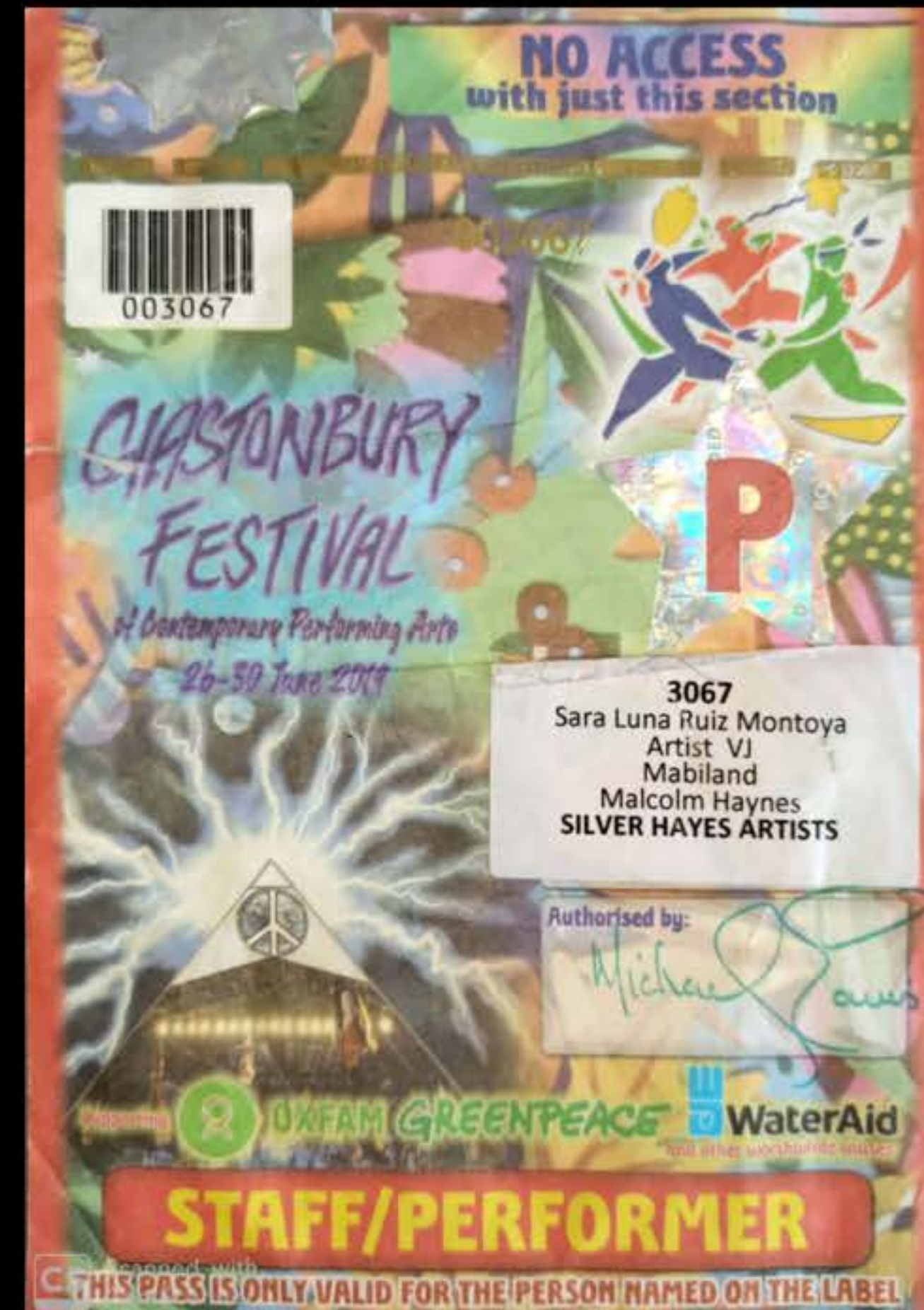


DRAAIMOLEN FESTIVAL
AMSTERDAM, 2019





THE KILLERS THE CURE STORMZY KYLIE JANET JACKSON
GEORGE EZRA LIAM GALLAGHER MILEY CYRUS TAME IMPALA
THE CHEMICAL BROTHERS VAMPIRE WEEKEND MS LAURYN HILL JANELLE MONAE
CHRISTINE AND THE QUEENS TWO DOOR CINEMA CLUB JORJA SMITH BASTILLE
BILLIE EILISH HOZIER SIGRID SNOW PATROL CAT POWER WU-TANG CLAN
ANNE-MARIE YEARS & YEARS SHERYL CROW THE GOOD, THE BAD & THE QUEEN
HOT CHIP STEFFLON DON JON HOPKINS SANTIGOLD THE STREETS
LIZZO KAMASI WASHINGTON IDLES ROSALIA JOHNNY MARR
DIPLO MAVIS STAPLES REX ORANGE COUNTY BCUC LITTLE SIMZ
MICHAEL KIWANUKA KATE TEMPEST LOYLE CARNER KING PRINCESS
JUNGLE NENEH CHERRY KURT VILE & THE VIOLATORS THE COMET IS COMING
INTERPOL PALE WAVES FRIENDLY FIRES SHARON VAN ETTEN POND
SONS OF KEMET AURORA FAT WHITE FAMILY THIS IS THE KIT MARIBOU STATE
FATOUMATA DIAWARA BUGZY MALONE LOW SAM FENDER SHURA
 PLUS MANY MORE ACTS AND ATTRACTIONS TO BE ANNOUNCED ACROSS MORE THAN ONE HUNDRED STAGES!
 SUPPORTING **OXFAM, WATERAID, GREENPEACE** AND OTHER WORTHY CAUSES



GLASTONBURY FESTIVAL
 LONDON, 2019



exploratorio
TALLER PÚBLICO DE EXPERIMENTACIÓN

parque
explora

UJ'S EN LA ESCENA ARTÍSTICA

🖱️ Conversación online

Invitada

SARA LUNA

Martes 14 de abril / 6:00 p.m.



Alcaldía de Medellín

innpuls
Colombia



El futuro
es de todos

Presidencia
de la República

HUMANIS MO DIGITAL

18° FESTIVAL INTERNACIONAL DE LA IMAGEN

10 - 14 de junio 2019 Manizales, Colombia

www.festivaldelaimagen.com

Canadá País Invitado

NUITS 3A EDICIÓN SONORES COLOMBIA

12 - 15 JUNIO 2019

The Driver - SAMA' - François X
Umwelt - Low Jack - Simo Cell
Sentiments - Javier Kruz
Sergio Iglesias - Gaet 303





INTERVIEWS

Series of interviews, publications and podcasts that have been made around the work, journey as a visual artist and creative career of Sara Luna Ruiz

CULTURAL RADIO STATION

PEREIRA (2019)

The Cultural Station of Pereira 97.7 F.M. is a Public Interest Radio station that broadcasts its signal for the center - west of Colombia, covering 96 municipalities of the Coffee Cultural Landscape, an area declared by UNESCO as a world heritage site. with musical, informative and educational spaces.

In 2019 the station invites Sara Luna Ruiz Montoya to talk about her creative process in the field of user experience design, interactive installations, her creative media around art, science, technology and innovation, as well as to speak of the recent work that had premiered at the Pereira Art Museum and the Image Festival that same year.

The interview lasted approximately 1:30m with a 5-minute break in between. During this time, the artist was able to comment on the details of her creative journey, her sources of inspiration, the techniques she uses, and her process as co-founder of the Aleph collective.



TELE CAFE INTERVIEW

ART MUSEUM OF PEREIRA (2019)

The Pereira Art Museum has been operating for more than 40 years, hosting exhibitions, creating spaces for artistic encounters and thoughts, and serving as a platform for local and diverse artists. Throughout its history, the museum has been a driving force for artistic reflections and proposals, enabling a better understanding of reality through practices, events, and cartographies. It has held nearly 550 exhibitions featuring the most relevant artists from each historical moment and has remained fresh and up-to-date.

The museum is the primary venue for artistic encounters, reflection, and thought in the city. Its social objective is to promote and develop culture in all its manifestations, especially in the field of visual arts, through the Art Museum as a permanent non-profit institution, in service to society and its progress, open to the public.

In 2019, Sara Luna Ruiz Montoya and Carol Tuberquia, co-founders and representatives of the Aleph group at Parque Explora in Medellin, were invited by the museum to exhibit their Bio-Installation work and teach the Invisible Landscapes workshop in one of the main halls. Consequently, the museum conducted a special interview and television report to share details about the artwork, the design process of the artists, and invite citizens to attend the exhibition and workshop. A segment of this interview was recorded and uploaded to the museum's main YouTube channel as a documentary record of the exhibition.



SAFE FROM EXTINCTION

LA BANDA DEL BISONTE (2020)

"Safe from Extinction" is a podcast produced by La Banda del Bidente that showcases the experiences of leading designers, visual artists, journalists, producers, and musicians in the city of Medellin. Each episode features interviews with accomplished individuals who have made significant contributions to their respective fields and serve as role models to others.

In the sixth episode, Camilo Agudelo and Sara Luna Montoya discuss their creative processes, professional journeys, and international experiences in the art scene. The conversation is led by the podcast's hosts and provides listeners with valuable insights into the minds of successful artists.

The podcast was awarded funding from the Medellin City Hall's Stimuli for Art and Culture program, which was used to cover the technical production costs. It is available on popular streaming platforms such as Apple Music, Youtube, and Spotify.

La Banda del Bidente, a musical group from Medellin composed of Daniel and Jerónimo Betancur, Miguel Espitaleta, Simón Ramírez, and Otto Día, curated the guests and topics for the podcast. With over 15 years of experience in the industry, the group has performed on some of the most prominent stages in Colombia and Mexico.



The screenshot shows the Apple Podcasts interface. At the top, there's a navigation bar with links to Store, Mac, iPad, iPhone, Watch, AirPods, TV & Home, Entertainment, Accessories, and Support. Below that, the page title is "Apple Podcasts Preview". The main content area features a blue album cover for "A Salvo de La Extinción EP 6 Realizadores" with a play button and a "42 min" duration. To the right of the cover, the title "A Salvo de La Extinción EP 6 Realizadores" is displayed, followed by the subtitle "Audiovisuales en la música con Camilo Agudelo y Sara Luna Montoya". Below the subtitle, there's a link "A SALVO DE LA EXTINCIÓN UN PODCAST POR LA BANDA DEL BISONTE". Underneath, it says "Music Interviews" and provides a "Listen on Apple Podcasts" button. A short description follows: "Realizadores audiovisuales: importancias y diferencias entre los diferentes tipos de realizadores audiovisuales: Videoclip - Visuales en vivo, conversamos con Sara Luna Ruiz (Artista visual) y Camilo Agudelo (director audiovisual), con experiencia en diversos proyectos musicales en el ámbito local e internacional." At the bottom, there are links for "Episode Website" and "More Episodes".



The video frame shows Sara Luna, a visual artist, in a recording studio. She is wearing a red top and is speaking into a microphone. In the background, there are other people, including a woman with long blonde hair and a man with a beard. A large, stylized bison logo is visible in the top right corner of the frame. The video is set against a background of a blue and yellow pixelated pattern. Below the video frame, there is a blue banner with the text "Sara Luna - VJ. Artista visual".

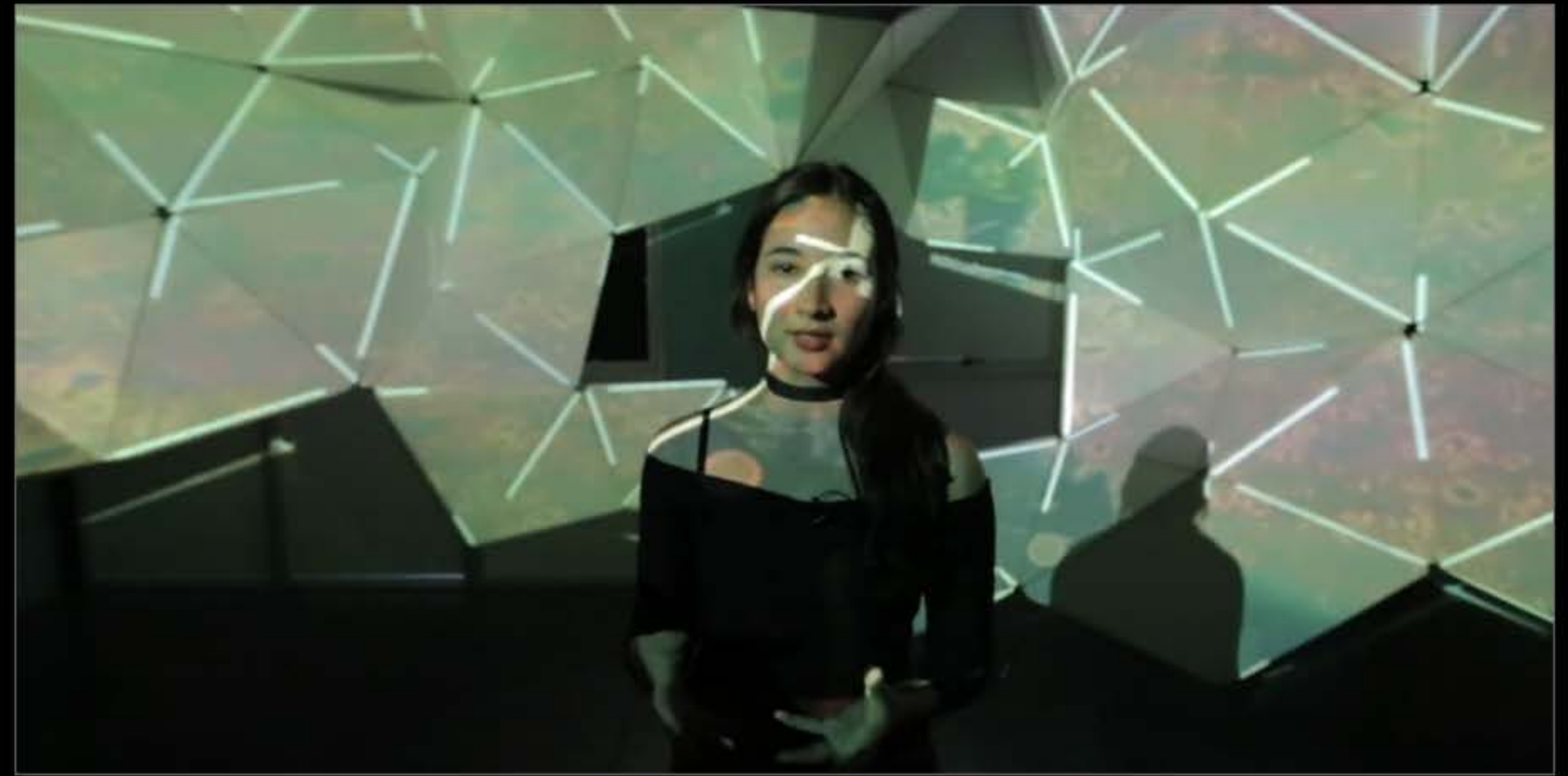
TELE MEDELLIN

FESTIVAL FOTOSÍNTESIS (2018)

The Fotosíntesis Festival brought together 15 national and international proposals of interactive video installations, audiovisual performances, live cinema, 3D video, and virtual reality to be exhibited at the Parque Explora in Medellín on Saturday, December 8, 2018.

The festival invited Sara Luna Ruiz Montoya, representing Aleph Experimental, to showcase their interactive art and design work, Invisible Landscapes. In this context, several interviews were conducted to learn about the creative process of the participating artists, including Sara Luna, to provide context to the community at large about the festival.

The interviews were led by TeleMedellin, the main television channel in the municipality of Medellín, Colombia; El Colombiano, one of the main national newspapers in Colombia, and Parque Explora in Medellín.





Un Festival donde la luz es el protagonista

Durante cuatro días los asistentes de Fotosíntesis 2018 podrán participar de laboratorios, talleres y conciertos.



Snergia es la propuesta de los canadienses Patmiki, colectivo que involucra a la gente en sus creaciones. FOTO CORTESÍA PATMIKI

05 de diciembre de 2018

En cuatro días será posible cambiar el color de la luz solo con pronunciando palabras o sonidos, construir circuitos básicos para manipular luces, escuchar los cantos de las ballenas con gafas de realidad virtual y explorar la relación entre el sonido y la fluorescencia a partir de vibraciones.

Esa es la propuesta del Exploratorio con el Festival Fotosíntesis 2018, que se realizará del 5 al 8 de diciembre. Esta cuarta edición de la "fiesta de la luz" reunirá 15 proyectos nacionales e internacionales que incluyen video instalaciones interactivas, un performance audiovisual, *live cinema*, video 3D anaglifo y realidad virtual. Así es como busca convertirse en el festival de arte electrónico más importante de Medellín.

"Queremos ser un Festival en el que la luz sea protagonista. También posicionar Zona Norte con una propuesta alterna a los alumbrados, que incluya ciencia y experimentación", explica *Camilo Cantor*, director del evento.

La luz es una "materia prima" para muchas de las actividades cotidianas como el cine, la fotografía y la televisión. Esta fiesta resalta propuestas que utilizan la tecnología para la divulgación científica, uno de los pilares que el Parque Explora le propone a la ciudad.

No es un festival de arte para artistas. La idea de los organizadores es darle a la gente un conocimiento que no se ve en galerías o museos.

El tema central de este proyecto será la fluorescencia, tipo de luminiscencia en la que los materiales absorben la luz y devuelven una menos intensa.

Las actividades se realizarán en el Exploratorio y tendrán entrada libre.



Canal de televisión local Telemedellín



Cultura

5 diciembre, 2018

El Festival Fotosíntesis se toma el Exploratorio del Parque Explora

El Festival Fotosíntesis: la tecnología como lienzo reúne 15 propuestas nacionales e internacionales de video instalaciones interactivas, performance audiovisual, live

Más Leído

Más Recientes

¡Atención! Servicio del Metro de Medellín afectado por fuertes lluvias

¡El colmo! Dos jóvenes ingresaron por debajo del torniquete al Metro de Medellín

Sabaneta: un hombre se lanzó de un quinto piso con su bebé

Linda Caicedo fue segunda en la votación de los Globe Soccer Awards

La historia del bebé que sobrevivió

VISOR EDITORIAL UPB (2020)

"Visor" is a scientific journal affiliated with the School of Social Sciences at the Pontifical Bolivarian University in Medellín, Colombia. It is published every six months and was established in 1975 with the purpose of providing a space for the dissemination of new knowledge resulting from research and reflection on communication, social sciences, and humanism. Its aim is to contribute to academic discussion and debate among local, national, and international academic communities.

Issue #14 was dedicated to Colombian female creators who have made historical and contemporary contributions to the moving image. The issue showcased the country's female film directors and visual creators, highlighting their role and importance in political, historical, and social processes within the audiovisual field.

In the chapter "The Human Being as the Subject of Social Experience," Santiago Gallego, co-creator of the journal and member of the editorial committee, interviewed Sara Luna Ruiz Montoya about her career in the visual arts and her artistic role in resignifying the experiences of human beings in the political field through moving images.

The editorial was published in June 2020 in Medellín, Colombia, and distributed in both physical and digital formats.

ENCUADRE

El ser humano como sujeto de la experiencia social

La estancia del ser humano en el mundo actual reside en la indicotomizable experiencia entre arte y política.

Así observa y piensa el mundo Sara Luna, una joven artista visual de Medellín, que busca, bajo la promesa de resignificar las vivencias del ser, cambiar el pensamiento a

través de imágenes y sonidos que transgreden los formatos naturalizados por los formatos artísticos y técnicos en escenarios como fiestas, festivales o exposiciones de arte.

Sara Luna considera su ser como condicionante de su obra, la obra como constructora de sus experiencias más importantes y la experiencia

como el aprendizaje significativo de ideas.

Su relación con lo abstracto se remite al día de su nacimiento, cuando se conjugó la historia bíblica, ortodoxa y política del nombre de la mujer de Abraham con la denominación mística y romántica del único satélite natural que rodea la tierra.



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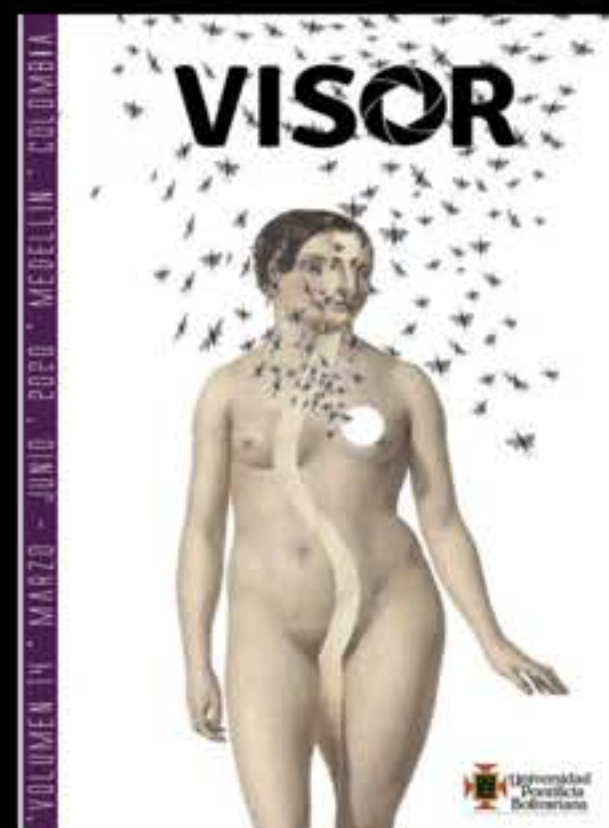
VISOR | ENCUADRE

Jugar con esta dualidad le permite dimensionar espacios de reflexión y goce, un encuentro entre la atracción y la incomodidad en el que se expresa la profusa conexión del arte con la política. Así se ve, incluso a través de la exclusividad de una pantalla, su obra y los espacios creados o intervenidos.

Esto es lo que, a manera de perfil audiovisual, se quiere retratar en el video. Una experimentación a partir del archivo otorgado por la artista, que haga denotar sus intenciones, su estética, su ideología o como diría Agnes Varda su ritmo y su desesperación.



Por: Santiago Gallego - santiago.gallegoc@upb.edu.co



VJS IN THE ART PARQUE EXPLORA (2020)

The Parque Explora is an interactive science museum in Medellin, Colombia, and a symbol of social transformation through education. It is comprised of an aquarium with an emphasis on the Amazon, a planetarium, a public experimentation workshop called Exploratorio, and over 300 interactive experiences for the social appropriation of knowledge.

It features exhibitions dedicated to topics such as neuroscience, music, time, people's stories, and media. Currently, together with the planetarium, it is one of the most important centers of cultural, scientific, and technological development in Medellin and Colombia.

During its special curatorial and dissemination cycles, Parque Explora invited six Colombian visual artists to speak about VJing as a technology and support for contemporary audiovisual arts and its connection with other areas of design, production, and visuality, including set design, video mapping, multimedia theater, and the design of interactive experiences. This talk was held on Tuesday, April 14th, 2020 and had almost 800 live views.

The invited artists were:

- Sara Luna Ruiz Montoya
- Carol Ximena Tg
- Georgina Montoya
- Laura Ramirez
- Camilo Acosta
- Julian Medina



SOUNDS EXPLORATIONS OVER TIME

MUSEUM OF MODERN ART (2018)

The exhibition "4x10: Sound explorations on time" is a space for sonic creation and its different forms of expression. To this end, the Museum of Modern Art in Medellín invited a group of ten sound and visual projects to reflect on the concept of time by composing unique four-minute pieces.

As part of the exhibition, on April 18th, 2018, the concert "Sound explorations on time" took place, providing a platform for sonic performances with real-time visuals that explored the possibilities of micro-sounds, synthesizers, and distortions as tools for altering time.

Medellín is experiencing a surge of new proposals in sound and visual experimentation, enriching the creative scene through the confluence of academic musical knowledge with the practical expertise of artists and professionals from other disciplines who have found in sound and image their language of expression.

During this exhibition and performance, the Museum conducted interviews with the sound and visual artists who would be part of the official selection of the event to learn about their creative process and final proposal. The resulting video aims to showcase the work of our invited artists in artistic scenarios and generate documentary value of the processes created at the Museum





ACADEMIC CONTRIBUTIONS AND SEMINARS

Seminars and workshops where Sara Luna Ruiz has had a leading role as a speaker sharing her knowledge in digital art and the design of interactive experiences

INTERNATIONAL IMAGE FESTIVAL

WORKSHOP AND CONFERENCE

SPEAKER (2019)

The International Image Festival is a unique gathering of designers, artists, and scientists who explore the intersection of digital culture and contemporary issues facing the world today. Over its 20 editions, the Festival has built an impressive international network of institutions, researchers, and creators who share their experiences and knowledge, making it a globally renowned event and a leading academic reference in design, art, science, and technology.

The 2019 Image Festival focused on Digital Humanism, examining the ways in which humans interact with technology to create new bodily experiences, sensory perceptions, citizen participation, cultural exchange, creative production, knowledge sharing, and community visibility.

The festival attracted 5,300 attendees who participated in vibrant discussions and debates, exploring visual design, electronic art, digital audiovisual creation, digital sound, and other cutting-edge topics with national and international leaders in the field of art, design, science, and technology.

As part of the festival, the Workshop on Digital Experiences and Interactive Arts "Invisible Landscapes," led by Sara Luna Ruiz of Aleph Experimental, provided attendees with mentorship, production guidance, and hands-on experience in creating digital design products and interactive experiences with elements found in the environment.



VI INTERNATIONAL SEMINAR ON RESEARCH IN ARTISTIC PRACTICES

DEBORA ARANGO (2020)

La Débora Arango is a higher education institution, decentralized entity of the municipality of Envigado (Colombia), specialized in training in practices of digital, transmedia, visual, plastic, creative and cultural arts in undergraduates at professional technical, technological and university professional levels.

Every year the institution holds an international seminar with professional guests and recognized trajectory in the arts to discuss topics of interest regarding advances, possibilities and innovations in the area.

In 2022, Sara Luna was invited to talk about her work Parallel Realities in relation to social, virtual and biological systems. In addition to this, Sara Luna was also in charge of commenting on cutting-edge design tools, the design process and the most appropriate techniques for different results in digital environments.



Tecnológico de Artes
Débora Arango
Institución Redefinida

EL TECNOLÓGICO DE ARTES DÉBORA ARANGO - INSTITUCIÓN REDEFINIDA

Hace constar que:

Sara Luna Ruiz

Participó como ponente en el **VI Seminario Internacional de Investigación en Prácticas Artísticas**, realizado en Envigado los días 5, 6 y 7 de octubre de 2022

Título de la ponencia: Realidades paralelas

Laura C. Torres Enk

Laura Torres Enk
Subdirectora de Investigación

Juan Carlos Mejía Giraldo

Juan Carlos Mejía Giraldo
Rector





AWARDS

Awards that the artist and designer Sara Luna has won in the fields of art, design, technology and innovation

BEST VJ 2018

INTERNATIONAL INDEPENDENT FILM FESTIVAL

FECIBogotá was created to foster interaction between various artistic expressions from Colombia and around the world. This platform aims to promote independent productions in the audiovisual field that possess a valuable creative richness, going beyond the conventional frameworks of the current cultural market. These productions offer a high degree of reflection on our environment, while also being original and representative of a growing need for expression.

The platform integrates different actors in the audiovisual environment into a single space, promoting independent productions, their creators, producers, and suppliers, and highlighting creative, aesthetic, and narrative audiovisual works that are not typically found in conventional circuits. These works bring authenticity, expressive power, and reflective content to the medium. FECIBogotá is the first event of this nature, bringing together publishers, film festivals, collectors, critics, producers, interactive works, exhibition halls, distributors, production teams, audiences, training centers, video performance, experimental video, and visual design.

In 2018, FECIBogotá organized the National VJing Competition, inviting professional and experienced judges in the field such as Ivan Aristizabal, Juan Pablo Alvarado, and Alexandra Cardenas. They unanimously selected Sara Luna Ruiz Montoya as the Best National VJ of that edition, commending her visual composition, affinity between image and sound, technical creativity, and conceptualization.



IMAGE CONTEST

UNIVERSIDAD DE ANTIOQUIA (2016)

The image and Visual Creativity Competition is established as an initiative that invites designers and artists to reflect on the values of our essence through visual art, the result for this third edition is presented to the University Community.

In the call, 260 participating works were received, each member of the jury selected 25 images in coherence with the Visual Creativity theme. In plenary session, the two winning images and the two receiving special mention were chosen by consensus. In addition, 19 representative images were selected for the exhibition that follows this valuable exercise.

The selected works, especially the awarded ones, not only meet the content condition, but also show an appropriate technical handling in terms of lighting, framing, sharpness management, and composition as decisive elements in the construction and quality of the images. The work "Confianza Mutua" by visual artist SARA LUNA RUIZ MONTOYA receives a Special Mention and a scholarship from the Extension Center at the Faculty of Arts by unanimous consensus among the judging panel, highlighting its ingenuity in visuality, technic, and concept.



INNOVATION AWARD

WORKSHOP AND CONFERENCE
SPEAKER (2019)

Ruta N Medellin is the most important innovation and business center in the city, where the Technological District of Medellin is concentrated. As a non-profit public entity belonging to the Mayor's Office of Medellin, UNE, and EPM, the Ruta N Corporation was created to foster a knowledge-based economy in the city, supporting existing local institutions to promote innovative development and strengthen businesses at different scales.

The Ruta N Corporation aims to improve the quality of life of Medellin's inhabitants through science, technology, and innovation (STI). The corporation organizes periodic seminars to identify the best talents and innovation proposals in the city.

In 2016, the Ruta N Corporation partnered with Pearson Education to launch the Innovation Seminar. The seminar aimed to receive proposals that would promote economic development and improve the quality of life of citizens. Sara Luna Ruiz Montoya was awarded the Web App Innovation Prize after presenting the best design of innovation in digital technologies for web and mobile applications focused on community and sustainable development. Sara competed with 120 participants for the prize. After her victory, the Ruta N Corporation awarded Sara an economic incentive worth 1,500,000 pesos, specialized courses with experts in the field, and a creation tablet.

PREMIO A LA INNOVACIÓN WEB APP

ESTIMULO ECONÓMICO ASESORÍAS Y MARKETING TABLET DE CREACIÓN

La Corporación Ruta N Medellin se complace en hacer constar que Sara Luna Ruiz Montoya, identificada con cédula de ciudadanía 1152464512, ha sido galardonada con el Premio a la Innovación Web App. En reconocimiento a su destacada labor, se le otorga un estímulo económico de 1.500.000,00 COP, asesorías personalizadas para impulsar su proyecto y una tablet para fortalecer su proceso de creación.

COMPLEJO RUTA N CALLE 47 N° 52-30 TEL: 57 4 316 7776 WWW.RUTANMEDELLIN.ORG MEDELLIN - COLOMBIA

EL LUGAR DONDE SE POTENCIA LA INNOVACIÓN

ruta N MEDELLIN

GANADOR RANKING PLATAFORMA



PEARSON ASSURED

SARA LUNA RUIZ MONTOYA

has completed the

INNMAGINA GROUP SAS

programme entitled:

INNOVATION MANAGEMENT/GESTION DE INNOVACION PROGRAMME

INNMAGINA GROUP SAS is a Pearson Assured organisation

COMPLETED : MARCH 2017

91207 :VJT41 :JF96799:00016923623:1097:ISSUED 01-APR-2017

S. Hague
Sharon Hague
Responsible Officer
Pearson Education Ltd

ALWAYS LEARNING PEARSON

DIGITAL ILLUSTRATION CONTEST THE MUNICIPAL GOVERNMENT (2016)

In 2016, The municipal government of Medellin and the Development and Protection Funds launched a digital illustration contest to find the best designs that would represent the "NO COPYING" campaign. This campaign aimed to change thinking habits surrounding homicide and promote a more peaceful society in the city of Medellin.

The contest received an impressive 240 design applications, each brimming with creativity and ingenuity. After careful consideration by the judges of the Medellin Mayor's Office and the campaign's creative team, 11 finalists were selected, including Sara Luna Ruiz. These illustrators joined the editorial and advertising team to promote the official campaign throughout the city.

For their valuable contribution to the campaign, the winners received both an economic compensation and public recognition. The contest served as a meaningful way to engage the community and work towards a safer, more harmonious Medellin.



AUDIOVISUAL INNOVATION AWARD

PARQUE EXPLORA (2021)

In 2021, the Secretary of Economic Development and Parque Explora in Medellín, which is one of the most influential science and technology museums in Colombia, jointly launched a call for the Audiovisual Innovation Seminar. The aim of the seminar was to promote the audiovisual sector in various formats, including video games, expanded cinema, animation, transmedia communication, virtual reality, live arts, and interactive experiences.

The call was made city-wide, and over 500 applications were received, but only 24 projects were selected. The winning projects were granted a total of \$150 million in resources, which were distributed among the participants after evaluating each project's investment plan during the support process.

One of the winning projects was El TOT MIDI, developed by Sara Luna Ruiz, which stands out for its unique approach to real-time visual creation using design, technical development, programming, and electronics.

Medellín, Colombia 21 de marzo de 2023

Certificado de participación Laboratorio de innovación audiovisual

Exploratorio- Taller público de experimentación es un espacio de **Parque Explora**, que promueve la apropiación social del conocimiento a partir de actividades de divulgación de la ciencia, el arte y la tecnología. Está localizado en la zona norte de Medellín; concretamente, en el Distrito de Innovación, y en él se desarrollan procesos de ideación, experimentación y prototipado, no solo de objetos, sino de metodologías y proyectos con enfoque social, que, en muchos casos, son llevados a cabo con la comunidad.

Por medio de la presente, se certifica que **Sara Luna Ruiz Montoya**, identificada con la cédula de ciudadanía **1152464512**, fue participante y ganadora del **Laboratorio de Innovación Audiovisual** en el año 2021. Este programa fue una estrategia de la **Secretaría de Desarrollo Económico de la Alcaldía de Medellín** en alianza con el **Exploratorio del Parque Explora**, que tuvo como objetivo fortalecer el sector audiovisual mediante la implementación de metodologías, estímulos económicos y espacios para el desarrollo de capacidades en nuevos medios de narración y diseño a los mejores proyectos postulados a nivel ciudadano.

La participación de Sara Luna Ruiz en el Laboratorio de Innovación Audiovisual fue destacable con el Proyecto de diseño para experiencias interactivas y tecnología TOT MIDI. Su compromiso, y habilidades en el área demuestran su talento y potencial para aportar al sector creativo.

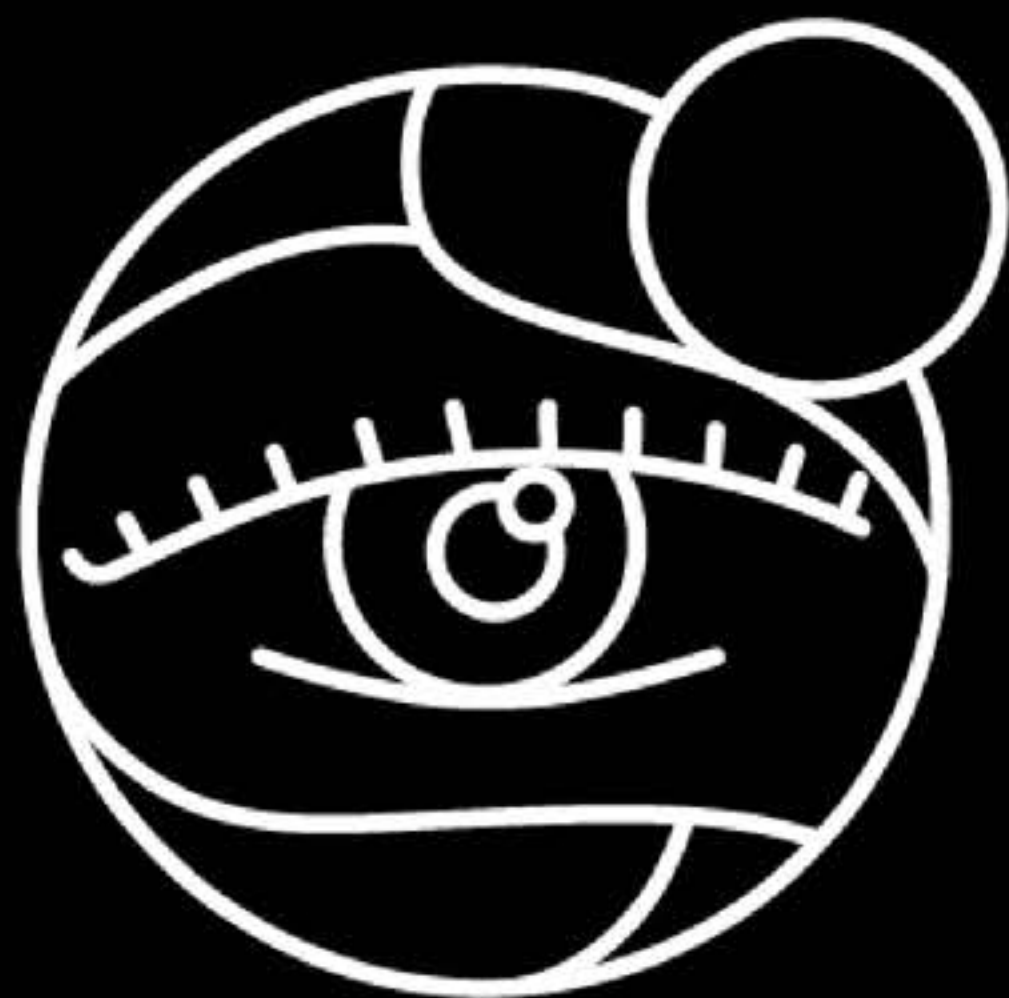
Atentamente,

Camilo Andrés Cantor Palma
Coordinador Exploratorio
C.C. 80.803.121
Teléfono: 314 467 09 05

exploratorio
TALLER PÚBLICO DE EXPERIMENTACIÓN

parque **explora**
MEDELLÍN





S A R A L U N A
UX/UI AND VISUAL ART



+1 (347) 844-3411



SARALUNA.DSN@GMAIL.COM



@SARALUNA.R