

# Aleksandra Belitskaja

2021

MArch. BArch.

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[www.iheartblob.com](http://www.iheartblob.com)

[www.instagram.com/iheartblob](https://www.instagram.com/iheartblob)

[sashabelitskaja.tumblr.com/](http://sashabelitskaja.tumblr.com/)

[www.linkedin.com/in/aleksandrabelitskaja/](https://www.linkedin.com/in/aleksandrabelitskaja/)

## Short Bio:

Aleksandra Belitskaja is an Estonian architectural designer and XR / UX developer whose work centers on novel interactive design models and the interplay of new emergent aesthetics. Her projects focus on utilizing computer graphics and game engine technology to explore new forms of connectivity between audience, architect and community. Her experimental work and proposals have been published internationally. Aleksandra has taught workshops on building dynamic spatial conditions through custom built game design environments and experimental 3D modelling softwares. She received her Bachelor of Architecture from the University of Dundee, graduating with distinction, before continuing her masters studies at Die Angewandte in Studio Greg Lynn. Throughout her professional architecture career, Aleksandra has worked for award winning internationally-known innovative offices in Stuttgart, Vienna, Los Angeles and London.

## EDUCATION

- 2020                    **University of Applied Arts Vienna**, Studio Greg Lynn, Vienna, AT  
Master of Architecture
- 2015                    **University of Dundee**, Dundee, UK  
Bachelor of Architecture
- 2015                    **Ahtme Gumnaasium**, Kohtla-Jarve, Estonia  
High School Diploma

## PROFESSIONAL EXPERIENCE

- 2021 - present        **Bentley Systems**, London, UK  
Software Engineer / UX designer
- 2016 - present        **iheartblob**, London/Vienna, UK/AT  
Co-founder
- 2019 - present        **Extra Other**, London, UK  
Director
- 2019 - 2021          **Grimshaw Architects**, London, UK  
XR Developer
- 2018                    **Synthesis Design + Architecture**, Los Angeles, US  
Architectural Designer + XR developer
- 2017                    **Studio Fuksas**, Paris, FR  
Architectural Designer
- 2016                    **Coop Himmeh(I)au**, Vienna, AU  
Architectural Designer
- 2015                    **LAVA(Laboratory for Visionary Architecture)**, Stuttgart, GR  
Architectural Designer

## HONORS, GRANTS,

- 2021                    2021 MSUS Partner Award, Award in Azure Mixed Reality, Microsoft, Bentley  
Systems, iTwinXR application
- 2021                    Belitskaja, Aleksandra, "Arc De Blob" Winter Station Pavilion Winner, Toronto, CN

- 2020 Belitskaja, Aleksandra, "Noodlefeed" Winter Station Pavilion Winner, Toronto, CN
- 2019 Belitskaja, Aleksandra, International Scholarship Exchange Grant, University of Applied Arts Vienna, AT, complete, approx \$1000.
- 2018 Belitskaja, Aleksandra, 2nd place winners Energy Design competitions "University of the Future", Graz, AT
- 2018 Belitskaja, Aleksandra, Exhibition Grant for iheartblob KugelMugel show, University of Applied Arts Vienna, AT, complete, approx \$1500.
- 2017 Belitskaja, Aleksandra, UCL Bartlett LOBBY competition winner, London, UK
- 2016 Belitskaja, Aleksandra, "ARCHHIVE", Virtual Museum Honorable Mention, BeeBreeders Competition, London, UK
- 2016 Belitskaja, Aleksandra, "404: Not Found", London Internet Museum Winner, 1st Place, BeeBreeders Competition, London, UK
- 2015 Belitskaja, Aleksandra, "Dean's Award for exceptional students", University of Dundee, UK
- 2015 Belitskaja, Aleksandra, "DIA Tower Design Competition Winner", University of Dundee, UK

## TEACHING ACTIVITY

- 2021 "Phygital Realities: Mixed Reality Environments for Architects", Inclusive futures, workshop, [link](#)
- 2021 "Augmented Objects 2.0", CAAD Futures, workshop, [link](#)
- 2021 "Immersive Objects", STORE, online classes for high school students, [link](#)
- 2020 "Unity+AR Foundation" Live Academy 101, Workshop Leader, online, [link](#)
- 2020 "Intermediate Augmented Reality" Middle Eastern Architecture Lab, Workshop Leader, online
- 2017 "Augmented Reality for Architects", Architectural Institute in Prague (ARCHIP), Prague, CZ

## INTERVIEWS

- 2021 "Exploring NFT Art On Tezos (Part 7) – beisik", interview, XTZ news, online, 2020, [link](#)
- 2020 "Architectural Discourse Meets Augmented Reality", Designer Showcase, Wikitude, online, 2020, [link](#)
- 2020 "Augmented Architectural Objects: A New Visual Language" (Digital Book Launch), online
- 2020 "Mies TV – Architecture Interview TV-series" (Interview), online, [link](#)
- 2020 "Public artists discuss art in isolation", interview, Canada, [link](#)
- 2019 "Frankentypes – interview" (Interview), The Lighthouse, Glasgow, Scotland
- 2016 The Internet Museum, BeeBreeders, online interview, [link](#)

## PUBLICATIONS

- 2021 "What are Augmented Reality NFTs, and how creators benefit from them?" , Wikitude, June, 2021 [link](#)
- 2021 "Introspection": The Superb Digital 3D Sculptures Of Sasha Belitskaja" , Design you Trust, May, 2021 [link](#)
- 2021 "Arch Angels" , Designlines, Issue 1, 2021: Designer of the Year, Toronto, CA [link](#)
- 2021 "Socially distanced Winter Stations 2021 beach pavilion designs revealed" , Dezeen, online [link](#)
- 2020 "This is Us: Play Without Spectators", Kepler Tribune, issue Ausgabe n4 | 2020, Linz, AT [link](#)
- 2020 "iheartblob - Augmented Architectural Objects: A New Visual Language" Book, by Shaun McCallum (Author), Benjamin James (Author), Aleksandra Belitskaja (Author), IoA Institute of Architecture (Editor), Kutan Ayata (Contributor), Gerald Bast (Contributor), Fredrik Hellberg (Contributor), Lara Lesmes (Contributor), Greg Lynn (Contributor), Andrew Witt (Contributor), Michael Young (Contributor), Birkhauser, Print, 2020
- 2020 "This is Us: Play Without Spectators", publication, STUDIO, issue #17 "Collective",

- Milan, IT [link](#)
- 2020 Winter Stations 2020, article on Curiosity.com, [link](#)
- 2020 Winter Stations 2020 article on Dezeen, [link](#)
- 2020 “This is Us: Play Without Spectators”, publication, Vienna, AT
- 2019 “Liabilities” (Print Publication), WASH Magazine, US, Invited Contributor
- 2019 “Liabilities” (Online Publication), WASH Magazine, US, [link](#)
- 2019 This is Us - Play Without Spectators, (Online Publication), Suckerpunch, [link](#)
- 2019 BKA (Online publication), Die Angewandte, Structure Department, [link](#)
- 2018 “In Search of Matryoshka Extravaganza” (Publication), KoozArch, London, UK, [link](#)
- 2017 “The Archiologist Magazine Issue One”, print publication, invited contributor, Miami, US
- 2017 “Object Objections” Ed Magazine (Print Publication), Archinect, Los Angeles, US-digital, [link](#)
- 2016 The Internet Museum, BeeBreeders, [interview](#)
- 2015 Level 6 (Print Publication), University of Dundee, UK, [link](#)
- 2014 Level 6 (Print Publication), University of Dundee, UK, [link](#)

## INVITED EXHIBITIONS

- 2020 “One Object at a Time”, curated by Ebrahim Poustinchi at A+D Museum, Invited Artist, online, [link](#)
- 2020 “\_spaces”, “The future of Space” revisited, A+D Museum, Invited Artist, online, [link](#)
- 2020 “Vienna Design Week, Virtual Headquarters”, Invited Designer, online
- 2020 “Urban Rituals”, HOT Steam, Film, MIT, Cambridge, MA, US
- 2020 “The Future of \_Space” (Online Exhibition), A+D Museum, online (Invited Contributor)
- 2020 Angewandte festival, Annual exhibition - University of Applied Arts, Vienna, AU
- 2019 “Thicc Seams” (Solo Exhibition), MAGAZIN Gallery, Vienna, AT
- 2019 “Frankentypes - Retypes” (Group Exhibition - Archifringe), The Lighthouse, Glasgow, UK
- 2018 “Impermanent Collection” (Museum Collection), A+D Museum, Los-Angeles, US

- 2018 "Wireframes: The Visualisation of Architecture" (Group Exhibition), A+D Museum, LA, US
- 2018 "Frankentypes" (Group Exhibition), Architecture Fringe Festival, Scotland, UK
- 2018 "3-Ways" (Group Exhibition), A+D Museum, Los Angeles, US
- 2017 "Souvenirs: New New York Icons" (Group Exhibition w/ Young and Ayata), Storefront For Art and Architecture, NY, US
- 2017 "Papercave" (Group Exhibition), Studio Lynn, Die Angewandte, Vienna, AT
- 2017 "iheartblob" (Solo Exhibition), KugelMugel, Vienna, AT
- 2017 "Freedom of Expression", Cape Cod Museum of Art, Massachusetts, US
- 2017 "Amphibious Habitats" (Group Exhibition), La Termica, Malaga, ES
- 2016 Essence, Annual exhibition - University of Applied Arts, Vienna, AU
- 2014 Dundee Annual Exhibition, Dundee Institute of Architects, Dundee, UK

## INVITED TALKS

- 2020 "Vienna Design Week: Rhubarb & Custard", Invited Designer + Lecturer, online, [link](#)
- 2020 "Woodbury University Art and Tech Lecture Series", Invited Lecturer, LA, US
- 2020 "Augmented Reality for Architects 101", TU WIEN, Invited Lecturer, Vienna, AT
- 2020 "Vienna Design Week", Invited Lecturer, Vienna, AT
- 2020 "Parametric Architecture: Computational Design: NEXT 2.0", Invited Lecturer, online
- 2020 "Noodlefeed", Public Lecture for Winter Stations opening 2020, Toronto, CA
- 2019 "Splitting Seams" (Panel discussion at MAGAZIN with Valerie Messini, Gonzalo Vaillo, Eckardt Lindner), MAGAZIN, Vienna, AT

## INVITED JURIES

2021	"ARCHITECTURE <3 MEDIA" reviews, panel member
2020	"digital futures -REWORK/Workspaces Workshop" reviews, panel member
2020	"FUTURLY" final reviews, panel member, online
2017	INTERSTUDIO reviews, Die Angewandte, Vienna, AT

## RESEARCH

2021 - present	"NFT research" - ongoing research on NFT creation, <a href="#">link</a>
2020 - present	"beisik" - ongoing research project on relationship of abstract freeform 2D geometries and 3D shapes, its combination and correlation within bigger collage context. This research involves experiments on form, shape, color and manufacturing techniques with wax, resin and 3D print materials, <a href="#">link</a>
2020 - present	"extra other" - ongoing research on integration of social media and AR, <a href="#">link</a>
2016 - present	"iheartblob" - ongoing research on architecture, technology and innovation. During this research 1000 objects were designed using experimental techniques, following current trends in philosophy, innovation and technology, <a href="#">link</a>

## SELECTED DESIGN PROJECTS

### **iheartblob**

2021	"_spaces" The Future of _Space contribution to A+D Museum, <i>digital product</i> , <a href="#">link</a>
2021	"Arc De Blob" Winter Station Pavilion Winner, <i>built</i> , Toronto, Canada
2021	"Blob House" Winter Arts AR Pavilion, <i>built</i> , Vancouver, Canada
2020	"Noodlefeed" Winter Station Pavilion Winner, <i>built</i> , Toronto, Canada
2019	"Thicc Seams", solo exhibition at Magazin Gallery, Vienna, AT
2019	"Science Center", competition proposal produced in collaboration with Shaun McCallum, Ben James, Matthias Bank, Adrian Herk and Alexandra Moisi, Vienna, AT, <a href="#">link</a>
2018	"The White Hotel Room", Frankentypes, Archifringe, Scotland, UK
2017	"Amphibious Habitats", Bartlett Lobby, La Termica, Malaga, ES

## **Synthesis Design + Architecture**

- 2018 Belitskaja, Aleksandra, Architectural Designer, Interior Parametric Design, YPMD  
Pediatric Neurology Clinic (Built)
- 2018 Belitskaja, Aleksandra, Architectural Designer, Parametric Design + AR  
development, Guangzhou Nansha Scholars Tower Concept (competition)

## **Fuksas Studio**

- 2017 Belitskaja, Aleksandra, Architectural Designer, Detail Design, New Fontvieille Site,  
MC

## **Coop Himmelb(l)au**

- 2016 Belitskaja, Aleksandra, Architectural Designer, BIM Design, Bel and Main, Vienna,  
AT
- 2016 Belitskaja, Aleksandra, Architectural Designer, 3D design, Residential House,  
Moscow, RU

## **LAVA(Laboratory for Visionary Architecture)**

- 2016 Belitskaja, Aleksandra, Architectural Designer, BIM Design, KACST Headquarters,  
Riyadh, SA
- 2015 Belitskaja, Aleksandra, Architectural Designer, 3D design, KACST Masterplan,  
Riyadh, SA

## **SELECTED XR APP DEVELOPMENT PROJECTS**

### **Bentley Systems**

- 2021 UX and AR interface design and implementation for iTwinXR app on Hololens,  
[link](#)



## **iheartblob**

- 2021 Belitskaja, Aleksandra, Design + Development, Blob House, Winter Arts AR Mural Festival, Vancouver, CA
- 2020 Belitskaja, Aleksandra, Design+Developer, Rhubarb and Custard, WebXR experience, Vienna Design Week, Vienna, AT
- 2020 Belitskaja, Aleksandra, App Design and Development, iheartblob - Augmented Architectural Objects: A New Visual Language book app, London, UK
- 2019 Belitskaja, Aleksandra, WebXR Developer, iheartblob - Augmented Architectural Objects: A New Visual Language virtual launch WebXR experience, Vienna, AT
- 2019 Belitskaja, Aleksandra, App Design and Development, noodlefeed: Beyond The Five Senses, Winter Stations 2020, Toronto, CA

## **Grimshaw**

- 2020 Belitskaja, Aleksandra, App Design and Development, Scale Rule Pavilion "Digital Launch", [link](#)
- 2019 Belitskaja, Aleksandra, App Design and Development, Oman Botanic Garden
- 2019 Belitskaja, Aleksandra, App Design and Development, HS2 Phase One Euston [ARUP]
- 2019 Belitskaja, Aleksandra, App Design and Development, Bath Rugby New Stadium
- 2019 Belitskaja, Aleksandra, App Design and Development, NLWA - North London Heat and Power Project (NLHPP)
- 2019 Belitskaja, Aleksandra, App Design and Development, DIFC 2.0 Master Plan - Design Consultancy Services
- 2019 Belitskaja, Aleksandra, App Design and Development, Tahiti Conference Centre
- 2019 Belitskaja, Aleksandra, App Design and Development, Remote And Virtual Collaboration
- 2019 Belitskaja, Aleksandra, App Design and Development, Sustainability Pavilion Expo, Dubai, UAE

## SELECTED FABRICATION RESEARCH AND IMPLEMENTATION

- 2021                      Designed and oversaw the fabrication of ARc de Blob for Winter Stations With implementation of Augmented Reality aid for construction processes (*under construction*), VA, CA
- 2020                      Prepared and oversaw the fabrication of noodlefeed for Winter Stations (built), Toronto, CA
- 2017                      Design, research and manufacture for concrete freeform molding, University of Applied Arts Vienna, AT
- 2018                      Participated in developing design and assisting manufacture in Controlled Bending Active Structures, research by Efilena Baseta, University of Applied Arts Vienna, AT
- 2017                      Design and manufacture of paper structure pavilion, University of Applied Arts Vienna, AT

## LINKS

BLOG <https://sashabelitskaja.tumblr.com/>

Vimeo <https://vimeo.com/user94358478>

AR Filters: <https://vimeo.com/425562777>

NoodleFeed: <https://vimeo.com/399851636>