



Argel Erevan Airola G.

CREATIVE TECHNOLOGIST · AUDIOVISUAL · IMMERSIVE EXPERIENCE PRODUCER

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PROFILE

Immersive Experience Architect with over 8 years of experience at the intersection of generative art and creative engineering. Specializing in real-time system development, audio-reactive installations, and large-scale architectural mapping. My approach combines user-centered design with cutting-edge technology to transform physical spaces into memorable digital narratives.

WORK EXPERIENCE

2019 — Present

AIROLAX / ANDATA LAB MEXICO CITY

Founder & Creative Technologist

Immersive experiences with Generative AI, Show Control and audio-reactive programming — depth-sensor ecosystems, interaction architecture and large-scale videomapping.

2022 — 2024

AV Events U.S.A. TOURING

Stage Design & Immersive Production

Technical direction and stage design for massive U.S. shows — large-format LED systems and synchronized Show Control, optimizing logistics for high-performance tours.

2018 — 2020

Cocolab MEXICO CITY

Creative Technologist

Large-scale projection mapping for historical sites (Edzná) and tech exhibitions — non-linear narratives via audio, video and lighting synchronization for avant-garde museography.

2018 — 2019

Walmart Labs MEXICO CITY

UX Design & Tech Innovation

Large-scale digital ecosystems and e-commerce apps, integrating XR (VR/AR) for product visualization with complex information architectures and high-fidelity prototyping.

SKILLS

Reactive Sensory Environments

Generative AI Integration

3D Animation & Motion

Advanced Show Control

Real-Time Generative

Large-Scale Spatial Projection

MaxMSP & Interactive Audio

EDUCATION

2016

Harvestworks Digital Media Arts Center

MaxMSP & Interactive Audio — Audio, Technology & Music
N.Y.C. — U.S.A.

2014

CMMAS — Centro Mexicano para la Música y las Artes Sonoras

Sound Arts & Music Technology
MORELIA, MICHOACÁN — MÉXICO

2013

CAAV — Centro de Medios Audiovisuales

BA in Audiovisual Multimedia
GUADALAJARA, JALISCO — MÉXICO

EXHIBITIONS

Jan 2026

Conjunto Santander de Artes Escénicas — Asana Yoga Immersive Room

GUADALAJARA, MÉXICO

Nov 2024

Salón Juárez — Interactive Botanical Art

CDMX, MÉXICO

Oct 2022

Museo Descubre — Interactive Museum of Science & Technology

AGUASCALIENTES, MÉXICO

May 2018

Digital Creativity Festival

MUTEK · CDMX, MÉXICO