

Valerie Lay, Interactive Art Artist

Biography

Currently pursuing a degree in Fine Arts, specialising in Interactive Media, Valerie is reading her penultimate year at the School of Art, Design and Media in Nanyang Technological University. Her design expertise lie in areas of Interactive Media, UI/UX and Graphic Design. These works span across a wide spectrum, driven in directions of both arts and commerce. Valerie's works include a web-based narrative experience backed by a social cause to break society's stigma of depression. Commercial works include designing the MacDonalds Delivery (Japan) mobile app and sports banners commissioned by Nanyang Technological University.

Featured Work



Omen, mixed medium, 2016

OMEN was inspired by organisms and organic forms that comes with a futuristic touch. This resulted in an interactive installation that upholds a concept of "fight or flight". Made from straws and dried up glue gun, the exterior was spray painted in gold to achieve the futuristic look. It houses a lantern and a programmed LED strip within it. The illuminated light source represents a form of life while the gold geometric patterns causes a interplay of shadow and light. When approached, *OMEN* gives off a mixture of sounds of pandemonium and screeching and flashing lights. The intensity of sound and lights increase when one walks closer to it, determined by a proximity sensor. A unique aspect of our project is that it synchronizes 3 softwares – Python, Pure data & Arduino. All three have to work together in sync for the code to run perfectly and we managed to achieve that.