Manolis Perrakis
Innovation Director

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Bio:

Manolis Perrakis has over 15 years of experience in the creative media field and technological innovation. His journey has been enriched by stints in diverse locales including Athens, Germany, UK, Hong Kong and currently Singapore.

Manolis stands at the intersection of technology and creativity, continuously venturing into the future of experiences that enable brands to connect with people through technology. He has launched a startup focused on exploring mixed reality experiences, continually influencing the industry with bold and convention-challenging initiatives. He has worked with renowned brands such as Samsung Global, HUAWEI, BandaiNamco, Google Cloud, HSBC, Standard Chartered, Asia Miles, AMEX, Studio City Macau, City of Dreams Macau, McDonalds, KFC, Pizza Hut, Nivea, IKEA and others, solidifying his influence in the sector.

In his professional trajectory, he employs a problem-solving approach, utilizing creativity as a method and technology as a tool to address complex issues and foster sustainable solutions. His initiatives often push the boundaries of current technology, envisioning new prospects in the industry.

Additionally, Manolis co-founded Dim Sum Labs, Hong Kong's first Hackerspace/Makerspace, fostering a close connection with the startup scenes in Hong Kong and Shenzhen, and promoting collaboration and innovation in the region.

Looking forward, Manolis aims to continue his journey of merging technology and creativity, nurturing partnerships, and spearheading projects that have a global impact.

Areas of Specialization:

Research and Development (R&D), Product Development and Management, Digital Creative Direction, Creative coding and Hardware hacking

Advanced Knowledge of Computer Programs:

Processing, Arduino IDE, TouchDesigner, MaXMSP, Unity, Unreal Engine, Figma, Photoshop, Illustrator, In-Design, Blender, Runway ML, 3D Studio, SketchUp, PremierePro, After Effects, Audacity, Portal II,...

Computational/ non-Computational languages:

JavaScript along with various frameworks and libraries, React Native, HTML, CSS, NodeJS, PHP, Java, C#, Python.

We Are Social 2021 - present - *Innovation Director*

Ogilvy 2017 - 2021 - *Head of Creative Technology*

DDB 2012 - 2017 - *Creative Technologist / Creative Director*
My main role at DDB was Concept Development and introduction/implementation of emerging technologies.

Freelance - present - *Creative Direction, Development & Design*
Worked as a freelance Creative and Developer since 2005 for various clients such as BBDO, Leo Burnett, BP, World Courier, NecesCity, EasyKnit and Wheel2Wheel to name a few.

BBDO Proximity 2011 - *Creative Direction*
Contracted as Creative Director: worked for clients, pitching for various projects. My primary focus was Mission Hill which was also their main digital account.

Leo Burnett ARC 2010 - *Actionscript 3.0 Development & Digital Consulting*
Contracted as Developer and digital consultant. Main accounts were IKEA & MSF amongst others.

BP Ltd., London 2005-2008 - *Web Development & Design*
Member of the BP web department. The job included web development and design.

Education

United Kingdom - July 2019 *MA Visual Arts: University of the Arts London: Camberwell College of Arts*
United Kingdom - July 2005 *Qualification in Web Design – Graphic Design*
East London Advanced Technology (ELATT)
CIT Module III – Computer Art and Design
CIT Module 124 – Global Communication
CLAIT plus unit 15 – Web Animation Solution
Germany- September 2004 *Degree in Art & Design*
Staatliche Kunstakademie Düsseldorf
Under Professor Tony Cragg (winner of the 1988 Turner Prize) 1998 - 2000 and Professor George Herold 2000 - 2004
Training in the Fast Silver Video Editing System
Greece - September 1998 *Foundation in Art & Design*
"Plakas" Art Foundation School

Awards:

May 2013 *Honorable Mention @ Build a Bench For Kowloon East International Design Competition*
July 2005 *1st Prize at the ELLAT Web Design Awards*
April-September 2003 *Paris Stipendium*
Scholarship from "Friends and Promoters of the Academy of Fine Arts Düsseldorf". The prize awarded was a six months residency in "Cité Internationale des Arts" in

Paris.

Publications & Interviews:

Ars Electronica 2019 *ISBN: 9783775745765*
Out of the Box. The Midlife Crisis of the Digital Revolution.
The Field Guide to Hacking *ISBN-13-978-988-79397-0-2*
A collection of projects developed by artists, makers and hackers, based in Hong
Kong and China.
Musicnewsasia *Music Tech Series: How To Build Your Drum Machine at Sónar Hong
Kong* https://goo.gl/ib3idw
Campaign Asia *ROAD TEST VR gets a boost with Oculus Rift DK2*
https://goo.gl/Op7OzD
SCMP *Hong Kong hackerspace movement lets children learn by creating*
https://goo.gl/7vNoZQ
TVB *Hong Kong maker movement*
https://goo.gl/wcG2Db
Echo Magazine Vol.79 *Constructing and Deconstructing a Hackerspace*
https://goo.gl/412Zg7
FARBJAHR *Jahrbuch der Kunstakademien 2003 ISBN 3-9809475-0-5*
Annual publication featuring the work of one art student from every German Art
Academy

Lectures & Workshops:

Sonar 2018 Hong Kong *Soldering Workshop*
MakerFaire Shenzhen 2017 *Lasercut Chinese Lanterns workshop*
City University Hong Kong 2016 *Hacking and the AD industry*
SCAD UNIVERSITY HK 2015 *Introduction to 3D printing technologies*
MICROWAVE Festival 2015 *Soldering Workshop*
DIMSUMLABS HACKERSPACE *Screenprinting electronics, Introduction to Blender,
Arduino workshops, MaxMSP workshops*
THE INNOVATION LAB *Welcome to the Matrix: how VR is changing the marketing
game, 3D printing: from tech gimmick to a marketing tool*
Sonar 2017 Hong Kong *Sound Swarm Workshop*

Foreign Languages Spoken:

English, German, Greek (mother tongue)

Exhibition Record:

2019 "ARS Electronica" - *group show*
2019 "UAL Summer Show" - *group show*
2019 "Sonar HK" - *interactive art installation*
2018 "Design Trust Pop-up show" - *group show*
2018 "Sonar HK" - *workshop*
2017 "Sonar HK" - *workshop and show*
2015 "Microwave New Media Arts Festival " - *group show*
2015 "Noise" - *group show*
2011 "Museum Wiesbaden" – *group show*
2010 "Speedshow" – *group show*
2004 "Rundgang" – *group show*
2004 "Airport Art II" – *group show*

2004 "Intershop" – *group show*
2004 "TV povera" – *group show*
2003 "Rundgang" – *group show*
2001 "SLY" – *group show*
2000 "Rechtsanwälte" – *group show*
2000 "Rundgang" – *group show*
1999 "Bittweg" – *group show*
1999 "Rundgang" – *group show*