

# DAN GOODS

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## A Bit About Me

I am passionate about creating moments where people are reminded of the gift and privilege of being alive. During the day, I lead an extraordinary team of creatives called The Studio at NASA's Jet Propulsion Laboratory where we transform complex concepts into meaningful stories that can be universally understood. Our work is seen in public spaces, art museums, and is in outer space. After doing the dishes, hanging out with my kids and spending time with my wife, I collaborate on art installations, immersive experiences and creative problem-solving projects around the world.

I was honored with NASA's Exceptional Public Service Award and somehow was selected as "One of the most interesting people in Los Angeles" by the LA Weekly. In 2002, I graduated valedictorian from the graphic design program at Art Center College of Design. I currently live in Altadena, CA with my wife, kids, 7 chickens, 2 beehives and our dog.

## Education History

2002      Art Center College of Design, BFA, Valedictorian + Graduation Speaker  
1995      The Art Institute of Seattle, with honors. AA, Visual Communications

## Professional History

2004-      Independent Artist  
2004-      Founder, The Studio, NASA's Jet Propulsion Laboratory. Pasadena, CA  
2003      Artist in Residence, NASA's Jet Propulsion Laboratory. Pasadena, CA

## Selected Projects

Tidal Wave of Justice | Permanent Data Driven Art Installation | UCLaw, SF | Will be installed in 2024

Earth Pulse | Permanent Data Driven Art Installation | NASA HQ's in Washington DC | 2023

Experiment 2.c | Temporary Cloud Installation | Wonderspaces San Diego | Artistic concept and Production with David Delgado | 2020

DAZZLE | Art Installation | San Diego International Airport | Artistic concept, Design, Production with David Delgado and Nik Hafermaas | 2018

Orbit Pavilion | Sound Installation | World Science Festival | Artistic concept and Production with David Delgado | 2015

Hi Juno | Collaborative Art Project | Worldwide | Artistic concept, Design, Production with NASA's Juno mission to Jupiter | 2014

Pulse | Permanent Data Driven Art Installation for NASA's Jet Propulsion Laboratory | Pasadena, CA | 2014

Refraction 2 | Art Installation | Alyce de Roulet Williamson Gallery, Pasadena CA | Artistic concept, Design, Production with David Delgado | 2014

Metamorphosis | Art Installation | Shown at the World Science Festival | New York, NY | Artistic concept, Design, Production with David Delgado | 2014

Refraction | Permanent Art installation for NuSkin Innovation Center | Provo, UT | Artistic concept, Design, Production with David Delgado | 2014

dMirror | Permanent Art installation for BMW George V flagship store, Paris | Artistic concept, Design, Production with Jamie Barlow and Nik Hafermaas | 2013

airFIELD | Permanent Public Art installation for Atlanta International Airport | Artistic concept, Design, Production with Jamie Barlow and Nik Hafermaas | 2010-12

Curiosity | Permanent installation for Nevada Discovery Museum, Reno NV | Artistic concept, Design, Production with David Delgado | 2012

Beneath the Surface | Art Installation | Shown at the Pasadena Museum of California Art, 2012

eCloud | Permanent Public Art installation for San Jose Airport | Artistic concept, Design, Production with Aaron Koblin and Nik Hafermaas | 2010

Hidden Light | Art Installation | Shown at the World Science Festival, New York NY, June 2014 | TED Active Conference, Palm Springs CA, February 10-13 | Nevada Museum of Art, Reno NV, July 12th - November 16th, 2008 | Pasadena Museum of California Art, 2007 | Bumbershoot, Seattle WA, 2005 | Fort Collins Museum of Contemporary Art, 2005

Solid Smoke | Art Installation | Shown at TED Active Conference, Palm Springs CA., February 10-13 | Summit Series, Washington DC, May 13th - 16th | Technorama, Winterthur Switzerland, July 4th, 2008 | von Karman Museum at the Jet Propulsion Laboratory, Pasadena CA, 2006

The Past Is Present | Art Installation | Shown at the Alyce de Roulet Williamson Gallery, Pasadena CA | 2008

The Big Playground | Art Installation | Shown at the TED Conference, Monterey CA | 2005

### **Selected Awards and Recognitions**

NASA's Exceptional Public Service Award for Art, Design, and Technology

NASA Honor Award for the "Hi Juno" collaborative art project

International Design Excellence (IDEA) Silver Award for eCLOUD, 2011

Art Center College of Design, Valedictorian, 2002

Caltech, Summer Undergraduate Research Fellowship (SURF), 2002

### **Selected Talks**

Deloitte University (US), VISA (US), Pixar (US), Nike (US), VIVID Ideas (Australia), SciFest (South Africa), SIAS University (China), Brandweek (Turkey), D&AD (UK), Great Forum on Arts, Culture, Creativity and Technology (Colombia), Frontiers Conference (Sweden), 360 (Russia), -ING Creatives (UAE), iMedia Brand Summit (Thailand)

### **Advisory Panels and Award Juries**

President | Caltech Management Association (CMA)

Advisor | LACMA Art + Technology Program

Judge | Core77 Awards 2014, Interactive Design

Board member | International Astronautical Federation | Technical Activities Committee for the Cultural Utilization of Space (ITACCUS)