

GEORGE GUIDA

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Hello! I am a research associate at the Harvard Laboratory for Design Technologies, visiting lecturer at Northeastern and Wentworth Institute of Technology, and co-founder of the design practice ArchiTAG. As a qualified ARB architect, technology-driven academic and techno-optimist entrepreneur, my vision is to build a more inclusive, carbon positive, and innovative future.

EDUCATION

- Sept. 2020 - June 2022 ○ **HARVARD GRADUATE SCHOOL OF DESIGN**
- MArch II Graduate Program, Commendation. Thesis Advisors : Andrew Witt, Jose Luis del Castillo Lopez, Awarded [Digital Design Prize 2022](#)
 - Cross registration at MIT Media Lab + MIT Sloan School of Management
- Sept. 2018 ○ **RIBA NORTH WEST**
UK ARB Architect Qualification - RIBA Part 3
- Sept. 2015 - June 2017 ○ **ARCHITECTURAL ASSOCIATION SCHOOL OF ARCHITECTURE**
AA Diploma - RIBA Part 2
- Sept. 2010 - June 2013 ○ **OXFORD BROOKES UNIVERSITY**
BA(Hons) - RIBA Part 1

PROFESSIONAL EXPERIENCE

- Dec. 2019 - Present ○ **CO-FOUNDER - [ARCHITAG](#)**
Multidisciplinary architecture & technology practice that works between practice, research and academia. Project use built form and technologies to augment and mediate human experience, interaction, and perception. This broadly includes generative AI, Web3, Metaverse, computational design, and human-machine interfaces.
- 2022 - Present ○ **CO-FOUNDER - SKILLVERSE**
Early Stage Ed-tech Start up using AI and VR to democratize high quality education
- Harvard Innovation Lab - Start it track (2022); MIT Fuse Accelerator at Martin Trust Center (2023); MIT Sandbox Innovation Fund Program (2023)
- Aug. 2022 - Present ○ **ML CONSULTANT - CERTAIN MEASURES**
Part-time consultant on data driven design exhibitions + AI workflows.
- Sept. 2017 - June 2020 ○ **ARCHITECT - FOSTER + PARTNERS**
ARB RIBA and LEED AP Architect on high-end International projects.
- Sept. 2017 - June 2020 ○ **ARCHITECTURAL ASSISTANT - CZWG ARCHITECTS**
Part 1 Architectural Assistant on UK based cultural and residential projects.

ACADEMIC WORK / RESEARCH

- Jan. 2024 - Present ○ **ADJUNCT PROFESSOR - WENTWORTH INSTITUTE OF TECHNOLOGY**
From Datasets to Places: Generative AI in Design Practices, Graduate Elective
- Jan. 2024 - Present ○ **VISITING LECTURER - NORTHEASTERN UNIVERSITY (CAMD)**
Prototyping with Code, Undergraduate Elective
- March 2021 - Present ○ **RESEARCH ASSOCIATE - HARVARD LABORATORY FOR DESIGN TECHNOLOGIES**
- Research focus on computer vision applied to adaptive reuse topics, Web3 in Real Estate, Material Perception using Virtual Reality.
 - Prior research as research assistant conducted on 3D machine learning, including workflows using StyleGAN, 3DGAN, ShapeGAN.
- Sept. 2022 - Dec. 2023 ○ **TEACHING FELLOW - HARVARD GRADUATE SCHOOL OF DESIGN**
- STU-1231 - [Collaborative Design Engineering Studio I](#) with SEAS (Fall 2023)
 - VIS-2224 - [Neural Bodies](#) with Andrew Witt (Spring 2023)
 - SCI-6365 - [Enactive Design](#): Creative Applications through Concurrent Human-Machine Interaction, with Jose Luis Garcia del Castillo (Fall 2022)
- Fall 2021 ○ **RESEARCH ASSISTANT - CITY SCIENCE GROUP AT MIT MEDIA LAB**
Research on genetic city design processes and visualization.
- Jan. 2021 - May. 2022 ○ **TEACHING ASSISTANT - HARVARD GRADUATE SCHOOL OF DESIGN**
- STU-1320 - Kit House Studio with George Legendre (Spring 2022);
 - VIS-2224 - Neural Bodies with Andrew Witt (Fall 2022)
 - VIS-2227 - Writing Form with George Legendre (Spring 2021)

GUEST CRITIC

Architectural Association School of Architecture, Chinese University of Hong Kong, Hong Kong University, Rhode Island School of Design, Harvard Graduate School of Design

SELECTED WORKSHOPS

- Mar. 2024 ○ AI in Design Practices - Workshop @University of South California
- Mar. 2024 ○ Introduction to 3D Generative AI - Workshop @Florida International University
- Mar. 2024 ○ [Architectural Intelligence](#) - Catalyst 2024 5-day Workshop - University of Minnesota
- Oct. 2023 ○ [3D Neural Synthesis](#) - ArchiTAG Workshop on 3D AI + Architecture
- Oct. 2023 ○ [Advanced AI Workshop](#) - DigitalFutures Series
- Aug 2023 ○ [AI for 3D Design Applications](#) - Unbuilt.xyz Competition Course
- Mar. 2023 ○ [Neural 3D Synthesis](#) - CAADRIA Conference
- Mar. 2023 ○ Advanced Diffusion Models in Architecture - DigitalFutures Series
- Ongoing ○ Neural Bodies Elective 2D + 3D Weekly Workshops - Harvard GSD
- Nov. 2022 ○ [Architectural Intelligence: Multimodal Machine Learning](#) - SIGRADI Conference
- Oct. 2022 ○ AI + Physical Computing Workshop - Rhode Island School of Design
- June 2022 ○ [Generative Metaverse: ML Applicaitons in Architecture](#) - DigitalFutures
- Jan. 2022 ○ [Exquisite Corpse 2.0: ML Applicaitons in Design](#) - Harvard University GSD
- Sept. 2021 ○ Physical Computing Workshop - Chinese University of Hong Kong
- July 2021 ○ [Machine Intelligence in Architecture 2.0](#) - DigitalFutures

SELECTED PUBLICATIONS

- Oct 2023 ○ Crossley, T., Goepel, G., Guida, G. (2023) [Augmenting Beyond the Physical: DMUConstellation, a Mixed Reality Exhibition Experience that Promotes Participatory Engagement and Distributed Access](#). Future Technology Conference. *Awarded Best Presentation*.
- Oct 2023 ○ Guida, G., Escobar, D., Navarro, C. (2023) [3D Neural Synthesis: Gaining Control with Neural Radiance Fields](#). ACADIA 2023: Habits of the Anthropocene.
- March 2023 ○ Guida, G. (2023) [Multimodal Architecture: Applications of Language in a Machine Learning Aided Design Process](#). Proceedings of the 28th International Conference of the Association for Computer-Aided Architectural Design Research in Asia.
- March 2023 ○ Goepel, G., Guida, G., Loayza, A. (2023) Towards Hyper-Reality: A Case Study Mixed Reality Art Installation. Proceedings of the 28th International Conference of the Association for Computer-Aided Architectural Design Research in Asia.
- Feb. 2023 ○ Guida, G. (2023). Architectural Intelligence. Igloo, 20 Feb., pp.98-101.
- Jan. 2023 ○ Guida, G. and Carmona, N. (2023). Preserving the Magic in the Magic City - The effects of Climate Gentrification, Miami Remix. Knight Foundation, pp.40-45.
- Dec. 2022 ○ Guida, G. (2022). [Multimodal Architecture: Applications of Language in a Machine Learning Aided Design Process](#) - KoozArch. [online] www.koozarch.com. 22 Dec.
- Nov. 2022 ○ Guida, G., Gan, A., Kim, D., Shah, D., Youn, H. and Seibold, Z. (2022). [Modulo Continuo 5-Axis ceramic additive manufacturing applications for evaporative cooling facades modules](#). Co-creating the Future: Inclusion in and through Design - Proceedings of the 40th Conference on Education and Research in Computer Aided Architectural Design in Europe (eCAADe 2022), 1, pp.47-55.
- 2022 ○ Kim, D., Guida, G. and García del Castillo y López, J.L. (2022). [PlacemakingAI: Participatory Urban Design with Generative Adversarial Networks](#). CAADRIA proceedings. doi:10.52842/conf.caadria.2022.2.485.
- 2021 ○ Kim, T., Guida, G. and Kim, D. (2021). [VitruviAR: Interactive Augmented Reality for Early Design Stage Applications](#). SIGraDi 2021 Designing Possibilities Ubiquitous Conference, 1, pp.1101-1112.
- July 2021 ○ Guida, G., Tian, R. and Dong, Y. (2021). [Multimodal Virtual Experience for Design Schools in the Immersive Web](#). Towards a new, configurable architecture - Proceedings of the 39th eCAADe Conference, 1, pp.415-424.

SELECTED ARTICLE MENTIONS

- Mar. 2024 ○ ["Forty-one per cent of architects now using AI" says RIBA report](#) - Dezeen Article
- Aug. 2023 ○ ["Will Architects really lose their jobs to AI?"](#) - Interview by Dezeen
- Aug. 2023 ○ ["Ten AI companies that architects and designers need to know"](#) - Interview by Dezeen
- Dec. 2023 ○ ["Lisbon Installation Dark Matter University"](#) - ArchiTAG MR Installation Feature
- April 2021 ○ ["Drum roll: Arts First Returns Live"](#) - Self Compass MR Installation Feature
- April 2021 ○ ["A Search for a Virtual Harvard"](#) - Gund.io Project Feature by Harvard Kirkland Gallery

SELECTED LECTURES

- Mar. 2024 ○ Architectural Intelligence - Lecture @University of Florida, Fundamentals of Computation
- Mar. 2024 ○ [Artificial Intelligence in Architecture: Future of Practice](#) - AI Keynote Lecture for 2024 NCARB Regional Summit, Savannah, Georgia
- Jan. 2024 ○ Future of Design Practices - Lecture @Northeastern University, 'Co-Designing Futures: Human and AI Collaboration in Fabrication' Seminar
- Nov. 2023 ○ AI & The Future of Design - Lecture @ WIT, 'Design Magic' Elective
- Oct. 2023 ○ Generative Metaverse - ETH Zurich, Virtual Reality Design Studio
- Oct. 2023 ○ Whats Happening out there? AI in Practice - Wentworth IT Faculty Lecture
- Mar. 2023 ○ CAADRIA AI Chair & Paper Reviewer - Conference Session 6B Chair on 'AI + ML in Design'
- Nov. 2022 ○ Harvard GSD AI Lecture - AI & Architecture - What's happening out there?, Lecture
- Nov. 2022 ○ RISD Machine Assemblage Studio - Architectural Intelligence, Lecture
- Nov. 2022 ○ Share Bucharest 2022: International Architecture and Engineering Forum - Architectural Intelligence: Creative Applications of AI from Design Practice to the Metaverse, Lecture + Panel Discussion
- Oct. 2022 ○ RISD Sensing Spaces Studio Lecture - AI & Participatory Design, Lecture
- Oct. 2022 ○ DigitalFutures World - [Metaverse and Architecture](#), Lecture + Discussion
- Sept. 2022 ○ Sunken Blimp Creative AI Dive Live Series - Multimodal AI in Architecture, Lecture
- May 2022 ○ HK AIA 'AI Research Applications & Computer Vision' - AutoDesk, Panel Moderator

OTHER

- 2022 - Present ○ Harvard Italian Student Society ([HISS](#)) - Executive Vice President
- 2022 - Present ○ Machine Learning & Entrepreneurship Student Support - On-going
- Oct. 2023 ○ The Plan Journal Paper Peer Reviewer on AI + Architecture topics
- March 2023 ○ CAADRIA AI Panel Moderator + Paper Reviewer
- March 2021 ○ GSD Masters in Design Studies R&D Award
- June 2022 ○ Harvard GSD [Plimpton Poorvu Prize](#) - Second Place
- 2021 - 2022 ○ Harvard MArch II Class Representative
- May 2022 ○ Harvard Arts First Festival - Awarded AR Installation
- Oct 2022 ○ Future of Mobility Competition - Finalist
- Oct 2022 ○ Mona Metaverse Competition - Finalist
- Oct 2018 ○ Italia Nostra Arcipelago Toscano - Active Architect Member for Non-Profit

SKILLS

3D Modeling: Revit, AutoCAD, Rhinoceros, Unity, Unreal, Houdini

Coding: Grasshopper + Plugins, C#, Python including ML frameworks, Processing, basic front end-development etc.

Rendering + Design: V-Ray, Full Adobe Suite, Figma, Lumion, Octane

Digital Fabrication + Robotics: Arduino, RobotStudio, ABB 3D Printing

Other: Am a long time rock climber and love the outdoors!

Languages: English + Italian (Fluent), French (Academic B2), Spanish (Basic)