

Joanna Lyu is a creative technologist and multimedia artist with a background in game design. She studied Game Design at the University of Southern California School of Cinematic Arts, and is currently pursuing a Master's degree in Media Arts at the Institute of Advanced Media Arts and Sciences [IAMAS] in Japan. Her creative practice spans across 3DCG, audiovisuals, installations, and urban games, with a primary focus on transmedia storytelling and exploring the potential for connecting the public, public spaces, and social issues through play.

Personal Website: [www.joannalyu.com](http://www.joannalyu.com)

#### Exhibitions

2024 "Playtest Kyoto", Kyoto  
2024 Instrument Inventors "How Games Work: Game Space", the Hague  
2023 "Trust in Play: European School of Urban Game Design", Athens  
2023 IAMAS OPEN HOUSE 2023, Nagoya  
2021 Parc Instrumental Spatial, Cité Internationale des Art, Paris

#### Theatre

2023 "把我\_了给你们助兴吧", Young 剧场, Shanghai  
2022 "Led by wind", Applecart, London

#### Audio-visual Performances

2024 Drift Fighter, 阿佐々谷 DRIFT, Tokyo  
2024 D-O-U, upload AIR, Tokyo  
2024 SPACE Debris, Circus Shibuya, Tokyo  
2024 Denki Buddha, Roppongi Cube, Tokyo  
2023 Cyberturn 3, Shimokitazawa LIVE HAUS, Tokyo  
2023 Proof of X, UNIT SALOON, Tokyo  
2023 Chroma, Market Soko, Nagoya  
2023 Kyokumen, Yashimaru, Takamatsu  
2022 Doujinstyle, Oil Club, Shenzhen  
2021 Hyperscreen, All Club, Shanghai

#### Client work

2020 League of Legends Trailer Animation, Tencent  
2020 MV "Someone Else", Rezz  
2020 MV "2084", Munchking  
2020 MV "Slow down", Facevoid  
2019 NIKE LeBron 17' Interactive Basketball Court @NIKE HOI Shanghai 001, Studio Nowhere

#### Featured

2017 Feltzine  
2021 GuangDong Times Museum, Guangzhou

#### Employment

2020 - 2022 Game Investment Manager @NetEase Games  
2019 Design Technologist @Studio Nowhere