

Shane Reiner-Roth

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everyeverything.com
talltalltall.com

Education

SCI-Arc (Southern California
Institute of Architecture)
Los Angeles, CA

Bachelor of Architecture,
9/09 - 05/14
Accumulative GPA: 3.54
Thesis Merit Award

Design Experience

TALL Work / [co-founder / 2014 - present / los angeles, ca and dubai, uae / talltalltall.com](#)
Producing written content, research and imagery towards publications, grants, and installations.

Fleetwood Fernandez / [designer, writer / 2015 / santa monica, ca / fleetwoodfernandez.com](#)
Designed and rendered exterior and interior of Yellow Fever Restaurant in Venice, California, consulted with clients regarding design process and plan changes, wrote content for website, and produced schematic design for upcoming mixed-use building in Venice.

One Night Stand LA / [exhibitor / 2015 / westlake, ca](#)
Produced an installation as part of a group exhibition in motel room at the Holiday Lodge.

Welcome Projects / [designer, animator / 2014 / echo park, ca / welcomeprojects.com](#)
Designed and animated 'Two-Face' stop-motion for new hand bag series on Welcome Projects website.

Erin Besler / [designer, collagist / 2014 - 2015 / downtown los angeles, ca / erinbesler.com](#)
Produced collages for MoMA PSI Competition, 'Roof Deck,' consulted design strategy, and researched references.

SCPS Unlimited / [designer, animator, renderer / 2014 / torrance, ca / scpsunlimited.com](#)
Produced animation for upcoming HBO title sequence, designed and installed set design for Honda commercial, animated lighting sequence for Yves Saint Laurent slot machine installed in Paris, France, and designed, rendered, and animated photo mobile for Facebook.

Pita + Bloom / [designer, book producer / 2013 - 2014 / boyle heights, ca / pita-bloom.com](#)
Designed elements for MoMA PSI Competition Entry, 'Balloon Frames,' and produced accompanying book.

Andrew Atwood (First Office) / [production assistant / 2013 / downtown los angeles, ca / firststoff.net](#)
Assisted in installation of materials for the exhibitionAnd Pedestals.

Research Experience

Joe Day / [assistant curator / 2015 - present / los angeles, ca and jakarta, indonesia / deegandaydesign.com](#)
Providing research and written content for upcoming installation.

MyKukun / [writer / 2015 - present / online / mykukun.com](#)
Writing articles concerning innovative housing and the strengthening the relationship between architects and clients.

LAXART / [writer / 2015 / west hollywood, ca / laxart.com](#)
Wrote several biographies and press releases for upcoming artist installations and grants.

SCI-Arc Media Archive / [editor / 2013 - 2014 / downtown los angeles, ca / sma.sciarc.edu](#)
Researched, wrote descriptions, and compiled information to complete media archive of 700+ lecture videos.

SCI-Arc Lecture Series Committee / [editor / 2012 - 2013 / downtown los angeles, ca / sciarc.edu](#)
Chose lecturers for the lecture series and prepared their flight and payment itinerary.

SCI-Arc Library / [librarian / 2010 - 2014 / downtown los angeles, ca / sciarc.edu](#)
Selected, developed, catalogued and classified library resources., helped visitors find and select books, updated library and website database.

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Publications

Log Journal / [spring/summer 2015, #34 / new york, ny / with kyle branchesi / anycorp.org](#)

A Movable Taste

"Perhaps the birthplaces of flavors will also escape our memory, along with their original appearances and methods of presentation. A variety of traditional flavors and textures have similarly been dissociated by pie-flavored gum and bacon-flavored soda. Could the first stage of a grand culinary erasure already be in effect?"

Pidgin Journal / [forthcoming, #20 / princeton, nj / pidginmagazine.com](#)

Bricks and Stickers

"For those that benefit from the many uses of contact paper, integrity is overrated when it can be replaced with its stunt double. To ditch the trowel for a staple gun expedites the building process (both in its erection and demolition) while transparently communicating that same motive for ease and convenience; it is within this cultural standard that Baldessari applied stickers to windows."

Offramp Journal / [forthcoming, #10 / los angeles, ca / sciarc-offramp.info](#)

Museum of the History of the Motel

"Like waiting rooms and airplane cabins, motels are designed and furnished to be accommodating yet ultimately unmemorable. No grand atriums, without opulent hallways, not a whiff of artistry - just a row of weathered doors exposed to the traffic. For the majority of their customers, motel rooms are nothing more than mere pit-stops; willing by-products of the places where memories are supposed to be made."

Lunch Journal / [summer 2015, #11 / charlottesville, va / uvalunch.com](#)

Strangely Familiar: A Study of Everything Between Every Single Thing

"While inbetweens are the wondrous result of a common trope, they have generally been the least sought after frames of many animations, described by many as the 'weak forms' relative to the strong ones. Yet a diagram reveals that the strangest things are in the middle, and it is this territory which should be mined for alien content."

Lobby Online / [spring 2015 / bartlettlobby.com](#)

Instrumental Plausibility

"The greatest struggle a performer in any field deals with is their audience's disbelief; disbelief in their research, disbelief in their skills and disbelief in their promises. To believe is to entrust, and instrumental plausibility identifies and removes the lapses in faith that come with the presentation of anything spectacular."

Lobby Online / [spring 2015 / bartlettlobby.com](#)

Gateway Tower Gated

"Some rumors suggest the Tower will open as soon as the train system meets the sea; others claim it is condemned for exceeding the maximum allowable height according to Culver City's Zoning Charter. But it is more likely that the act of transgression was designed into the Tower, and, with the act and the widespread knowledge of the act, the Tower's two sexes of sight can be upheld, but this time with force."

Clog Journal / [fall 2014 / new york, ny / with kyle branchesi and jing yan / clog-online.com](#)

History of the World Trade Center, Part II

"As two very sore thumbs in the southernmost tip of the most famous city in the world, the World Trade Center towers were endlessly taken out of their normal routine and fictionalized in a B-side to their 28 year lifespan."

Dear Architecture / [winter 2015, #1 / new york, ny / with kyle branchesi / blankspaceproject.com](#)

Becoming Upside Down

"I grew up believing that Architecture is everything, but now I'd like to see you prove it. With your commitment, you could be the one at long last to recede into the bending landscape and over the horizon line. Why should it not be your turn to escape geometry by a fugitive mobility?" (Also featured on ArchDaily)

Mas Context / [winter 2015 / chicago, il / with kyle branchesi / mascontext.com](#)

Figural Monuments: Six Ways to Commemorate Celebrity Mishaps

"Los Angeles is divided: some are celebrities, and the rest are not. The daily interactions that take place between these two classes create a distinct mental geography that is of great interest for non-celebrities; a map not invested in historic political events or natural disasters, but rather one at the intersection of the banal and the newsworthy."

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Publications, continued

One Night Stand LA / [summer 2015, #1 / los angeles, ca / onenightstand-la.com](#)

A Museum of the History of the Motel

"Museum of the History of the Motel was a one night installation - held in a motel room in Westlake, California on May 16th, 2015 - that accelerated the pace of this system of circulation to its illogical end. Replacing all the interior objects with surfaced images of themselves allowed the room to be as nonfunctional as possible while appearing ordinarily useful upon first sight."

IntJournal / [winter 2014 / los angeles, ca / www.intjournal.com](#)

Kill Bill and the Erosion of the Movie Set

"Bernard Tschumi once pointed out the discrepancy between symmetrical, harmoniously proportioned villas and the clumsy masses that stumble through them as the historical position of architecture in event-space; perhaps in Kill Bill we see a reversal of this principle. Two skilled assassins competing against an obstinately fragile background; a flimsy vinyl concoction eaten away by the two warriors that nearly go down with the ship."

Soiled Journal / [forthcoming, #6 / chicago, il / with kyle branchesi / soiledzine.org](#)

Joining the Invisible Choir

"The lesson adapted from this Monty Python sketch does not argue for the life cycles of architecture to be altered in any way, but rather a new consideration for what death may bring. Not only does the story live on for these buildings, but a new sense of utility and a wider set of users are their 72 virgins."

Oxford School of Architecture Journal / [summer 2014, #1 / oxford, uk / osamag.bigcartel.com](#)

The Architect Laughs Last

"We will soon see the architect laugh last, as the word architecture will no longer sound like a bad one. The architect typically aims for reality and settles for fiction. We aim for fiction, because trilogies and skin flicks would be ailing businesses if the difference between reality and fiction did not for a moment seem inconsequential."

Lobby Journal / [fall 2014, #2 / london, uk / with kyle branchesi / bartlettlobby.com](#)

Future's Tense

"An unguessable transaction between parties is not unique to architecture, but, with the exception of a writer like Perec, the use of the future tense as a coping strategy might be. Those involved must know that a place can be a different place within the time a building is planned and a plan is built, yet a more considerate use of our inherited tense will make the future seem more clear."

MVT Journal / [forthcoming / cambridge, ma / with kyle branchesi / cambridge, uk](#)

Real Figments

"When we replicate nature for our personal use, we design it backwards; reverse-engineering it so that whatever is visible or performs for us gets top priority, while everything beneath is mere armature. We respond to the surface of things, and so the surface of things is what we simulate as the original vanishes."

Edge Condition / [summer 2014 / london, uk / with kyle branchesi / edgecondition.net](#)

Architecture > Language > Architecture

"Formally and phenomenologically, architecture spawned language for Ted Landrum. As a response to his poem, we have produced architecture from language to inspire the eternal return. 4,3,4,3,5,3,2,2 / 23, 27, 17, 22, 28, 27, 41, 18, 26, 22, 18, 20, 27, 29, 29, 31, 26, 23, 29, 32, 33, 27, 19, 27, 23, 18, 17 / 4,5,3,3, 4,5,5, 4,4,4,4, 4,5,4, 4,4,4,5,5, 4,5,4, 6,2, 4,4."

Cityvision / [summer 2014 / rome, it / with kyle branchesi / cityvisionweb.com](#)

Satellite City

"The satellite cities that cover China depict a country that has produced the world within its borders: a scaled Paris pried apart from its roots, a medieval slice of Austria rebuilt brick by brick, a Manhattan devoid of life... all while the spitting image of the Plan Voisin flickers by every highway."

Urban Operations / [spring 2012 / los angeles, ca / with john southern and celine juan / urbanops.org](#)

Wilshire Star Maps II

"Our two-year examination of the boulevard has brought to light the possibility that Wilshire will perhaps become a city within a city, its dynamic skyline a breeding ground for endless architectural experimentation."

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Exhibitions

One Night Stand LA / [may 2015 / holiday lodge motel, los angeles, ca / onenightstand-la.com](#)
Museum of the History of the Motel

Book Machine / [february 2015 / la art book fair, downtown los angeles, ca](#)
I Was an Important House That Day

Drawing of the Year Gallery / [august 2014 / aarhus school of architecture / aarhus, dk / aarch.dk](#)
Suspended Animation

Undergraduate Thesis Exhibition / [may 2014 / sci-arc / downtown los angeles, ca / sciarc.edu](#)
Everyeverything: In Defense of the Inbetween

Spring Show / [may 2013 / sci-arc / downtown los angeles, ca / sciarc.edu](#)
Suspended Animation

Awards

Dear Architecture / [september 2015 / new york, ny / blankspaceproject.com/dear-architecture-2015/](#)
Honorable Mention

Cityvision / [june 2014 / rome, it / cityvisionweb.com](#)
Honorable Mention

SCI-Arc / [april 2014 / los angeles, ca / sciarc.edu](#)
Thesis Merit Award

References

Joe Day / [SCI-Arc and Yale Studio/Seminar Advisor / Deegen Day Design, Principal](#)
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