

Nonny de la Peña
Curriculum Vitae

www.immersivejournalism.com

310 749 0010

Nonny@ImmersiveJournalism.com

University of Southern California
Annenberg Fellow - Media Arts and Practice
School of Cinematic Arts

Emblematic Group
12417 Stanwood Place
Los Angeles, CA 90066

SHORT BIO

Nonny de la Peña was named One of the 13 People Who Made the World More Creative by Fast Company for pioneering immersive journalism and changing the way people experience nonfiction narratives. Using cutting edge virtual reality technology, she immerses viewers in documentary stories, allowing them to feel an extraordinary emotional connection as witnesses. A graduate of Harvard University, and a former correspondent for Newsweek, she has more than 20 years of journalism and award-winning documentary filmmaking experience. She is one of the founding members of i-Docs and her work in virtual reality has been featured by the BBC, Mashable, Vice, Wired and many others. Screenings and showcases around the globe include the Sundance and Tribeca Film Festivals, Victoria and Albert Museum, Moscow Museum of Modern Art and other renowned venues. In conjunction with her doctorate, she currently heads the MxR Studio at the University of Southern California's School of Cinematic Arts.

EDUCATION

- 2015, exp. UNIVERSITY OF SOUTHERN CALIFORNIA, PhD.
School of Cinematic Arts - Interdivisional Media Arts and Practice
- 2009 UNIVERSITY OF SOUTHERN CALIFORNIA, M.C.M.
Annenberg School of Communications Program on Online Communities
- 1984 HARVARD UNIVERSITY, B.A.
Visual and Environmental Studies and Sociology

EXPERIENCE

- Currently EMBLEMATIC GROUP – As head of her own company, she manages teams from around the globe to create high impact virtual reality content that focuses on linear documentary-style narrative for storytelling including: *Formula One*, a commission by Standard Chartered Bank for the 2014 Singapore Formula 1, *Project Syria*, an exhibit on the crisis commissioned by the World Economic Forum for the 2014 gathering and remade for Sundance 2015; *Use of Force*, which details a homicide committed by Border Patrol and winner of the Impact award at the largest independent game's festival Indiecade for "changing the landscape of games"; and *Hunger in Los Angeles*, which puts the viewer at an actual event when a diabetic waiting at a long food line collapse into a coma.

- 2012 – 2017 ANNENBERG FELLOW – USC SCHOOL OF CINEMATIC ARTS
Fellowship to pursue doctorate focused on immersive journalism and spatial documentary – five year fellowship
- 2012 - 2014 MxR STUDIO LAB RESEARCH MANAGER – USC SCHOOL OF CINEMATIC ARTS
Overseeing a lab focused on faculty research endeavors and student projects using motion capture and Phasespace infrared tracking cameras for creating immersive virtual spaces.
- 2009 - 2013 STROOME.COM, co-Founder and manager of the former collaborative video remix online community. A Knight Foundation News Challenge winner.
- 2012 - 2013 PBS NEWSHOUR – Consultant for outreach endeavor bringing unheard voices on election issues to the forefront and to lead a multimedia, 360 panorama-style coverage of the inauguration
- 2012 - 2013 MYSPACE – Developed and produced virtual human host for relaunch under Justin Timberlake
- 2009 - 2011 USC SCHOOL OF COMMUNICATIONS AND JOURNALISM - SENIOR RESEARCH FELLOW IN IMMERSIVE JOURNALISM – Prototyping and researching immersive and experiential journalism using gaming platforms. Also ran a series of workshops with select students from USC’s Marshall Business School, Viterbi Engineering School and Annenberg Journalism School to brainstorm and prototype mobile news solutions
- 2013 - pres. I-Docs founding member. I-Docs focuses on interactive documentaries.
- 2010 - pres. SANTA MONICA COLLEGE, journalism department advisory board member
- 2008 - pres. LATINOLA.COM, editorial and advisory board member
- 2007 - 2008 NEW YORK TIMES, SCIENCE TIMES, Freelance writer
- 1994 – 2007 PYEDOG PRODUCTIONS – Director and Producer of multiple acclaimed films (see below)
- 1993 - 1994 BUZZ MAGAZINE, Stories includes profiles of Jonathan Dolgen, Michael Keeley, Nancy Daly and Leonard Adleman, inventor of the DNA computer.
- 1994 CARAVAN MAGAZINE – Music Columnist for English-language glossy magazine based in Bangkok, Thailand
- 1992 - 1993 LA FAMILIA DE HOY – Spanish language magazine.
- 1987 - 1991 NEWSWEEK MAGAZINE - Correspondent
- 1986 TIME MAGAZINE - Stringer Reporter

1984 -1986 ASSOCIATED PRESS PHOTO - 1986 World Cup and 1984 Olympic games

1985 CORRESPONDENT IN MEXICO - Via the Fund for Investigative Journalism

DIRECTOR/PRODUCER/WRITER: IMMERSIVE NARRATIVES & NEWSGAMES

2013 - 2014 USE OF FORCE PROTOCOL, an immersive nonfiction narrative funded by the Tribeca Film Foundation and an AP/Google Journalism and Technology scholarship, puts the audience on scene when border patrol officers kill migrant Anastasio Hernandez Rojas. Using facial and body and motion capture as well as facial and body scanning, witnesses will be placed in the virtual world as themselves where they can tell their story through their bodies as much as through their words. Premiered at the Tribeca Film Festival.

2013 - 2014 PROJECT SYRIA, an immersive nonfiction narrative depicting the plight of Syrian Refugees. Commissioned by the World Economic Forum, the piece premieres as an installation at Davos January 2014 and uses the sense of presence that comes with fully tracked environments to inform world leaders about what humanitarian organizations are calling a crisis of a lifetime. After Davos, has traveled to the Victoria and Albert Museum, and Sheffield Film Festival. It has been further refined for a 2015 Sundance film Festival premiere.

2013 ROBOTIC EMBODIED JOURNALISM utilized a motion capture suit and virtual goggles in Los Angeles to enter a body of a robot in order to conduct interviews with researchers in Barcelona. This was held in conjunction with the Event Lab at the University of Barcelona.

2012 - 2013 HUNGER IN LOS ANGELES, an immersive journalism nonfiction narrative that premiered at the 2012 Sundance Film Festival which employed Unity 3D and a virtual reality construct using goggles and motion capture equipment. The piece takes audience members to a real scene at a food bank when a man lapses into a diabetic coma while waiting for food. A version was also built using the Microsoft Kinect. HUNGER IN LOS ANGELES has been invited to Google, the Online News Association, and Syracuse University's S.I. Newhouse School of Journalism

2007 - 2013 GONE GITMO is a virtual representation of Guantánamo Bay prison that was initially funded by the MacArthur Foundation and prototyped at the Bay Area Video Coalition. GONE GITMO has been featured in *New Scientist*, *Vanity Fair*, *Der Spiegel*, *New Scientist*, *Chronicle of Higher Education* and others. Featured on the cover of the March 2009 International Documentary Magazine. Also, installed at Laboral in Gijon, Spain as a live exhibit built as part of a Whitney Museum of Art co-curated exhibit "The Angel of History" and appeared in June 2013 at the Moscow Museum of Contemporary Art.

- 2012 THREE GENERATIONS is a newsgame that uses a board game to tell of the 1920–1940’s US policy that relied on IQ tests to designate society’s unfit and then sent them for sterilization. Premiered at Games for Change in 2011
- 2010 - 2012 CAP AND TRADE, an immersive journalism newsgame built in collaboration with Frontline World and the Center for Investigative Reporting, which examines the legitimacy and human consequences of a carbon preserve and individualized, personal offsetting mechanisms.
- 2009 IPSRESS – Based on FOIA released interrogation logs and International Red Cross reports, the immersive journalism piece uses 3D models, virtual reality goggles and the interrogations logs to examine the practice of putting detainees in stress positions for lengthy periods
- 2008 - 2009 MAUERKRANKHEIT/WALLJUMPERS, an Annenberg Public Good merit award winner which uses cross-platform techniques including Second Life, Google Earth and documentary film to explore the world’s border walls in search of humanity’s shared experiences.
- 2008 - 2009 JOHN ESCHER, a machinima series exploring cross-platform elements for machinima filmmaking, premiered at the 2008 AFI Digifest.

DIRECTOR/PRODUCER/WRITER: DOCUMENTARY AND TV

- 2013 TRUTH AND CONSEQUENCE – Documentary short in production that highlights the story of the “Practice Babies,” infants borrowed from orphanages and used as test subjects in Home Economic departments across the country sometimes for up to two years between 1919-1962.
- 2004 UNCONSTITUTIONAL Award-winning feature length independent documentary about the civil liberties challenges in the U.S. post 9/11. Shown at film festivals around the globe, theatrically released and premiered on national television on the Sundance Channel. Grand Prize winner at Berkeley Film Festival. Includes a powerful segment on Guantánamo Bay prison. The *Los Angeles Times* wrote that “de la Peña expertly personalizes the stories” in the film.
- 2004 THE WHISTLEBLOWER – COURT-TV feature length documentary detailing the travails of Chuck Hamel, an independent oilman who revealed the truth about oil conglomerate safety and environmental violations and became a target of a massive sting operation.
- 2001 MAMA/M.A.M.A. – Independent feature length documentary that premiered at South by Southwest. Tells the tragic and dramatic story of how doctors misinterpret the side effects from strong prescription drugs as child abuse and accuse mothers of Munchausen Syndrome by Proxy.

- 1999 THE JAUNDICED EYE – Feature length documentary that tells the story of a gay father in a small town in Michigan accused of sexually abusing his son based on prejudice. Premiered at Toronto Film Festival before having an international theatrical release and shown on Sundance Channel. The *New York Times* called the work, “a brave and necessary act of truth-telling.”
- 1994 DEATH AT FT. DEVENS – COURT TV – Co-producer of documentary about a murder case on the army base in Massachusetts.
- 1993 CHAPPAQUIDDICK – COURT TV – Co-producer of documentary which used reconstruction engineering to take a fresh look at whether Ted Kennedy was actually in the car when it went off the bridge.
- 1991 DEATH ON THE JOB – HBO - Associate Producer of Academy Award nominated documentary about worker safety issues across the USA.
- 1991 - 2001 Other work as co-producer and associate producer has been shown on HBO’s America Undercover, A&E’s Investigative Reports, BBC’s Omnibus & Inside Story, Channel Four's Witness & Passengers, Yorkshire Television's First Tuesday, Channel Five in England, The Discovery Channel and Now It Can Be Told

TELEVISION WRITER/PRODUCER

- 1998 NEW YORK UNDERCOVER – Staff writer on Fox network television drama
- 1997 THE PRACTICE – Episode written for ABC network television drama
- 1997 HEAVENLY WINGS – Pilot Episode written for CBS television
- 1997 SUN VALLEY – Pilot Episode written for CBS television investigative producer for a documentary of the same name
- 1994 GANG RAPP – Pilot Episode written for Universal Television

AWARDS

- 2015 Official selection – Sundance Film Festival
- 2014 Impact Award – Indiecade for “changing the landscape of games”
- 2014 Official selection - Tribeca Film Festival
- 2014 Official Selection - Sheffield Film Festival
- 2014 Official Selection - Power to the Pixel
- 2014 Official invitee - World Economic Forum
- 2013 Tribeca Film Foundation New Media Fund

- 2013 AP/Google Technology and Journalism Scholar
- 2012 One of the 13 People Who Made the World More Creative - Fast Company
- 2015 Official selection – Sundance Film Festival
- 2012 USC School of Cinematic Arts five year Annenberg Fellowship
- 2010 Knight Digital News Challenge Winner for Stroome
- 2010 USC Teaching with Technology Grant
- 2009 Online News Association - “Six in Sixty”
Audience Award Winner – Stroome – “We need it!”
- 2009 USC Marshall School of Business New Venture Competition Second Place
Prize for best business plan judged by angel investors and venture capitalists
- 2009 Rezzable top ten Machinima Winner
Winner for machinima *John Escher*
- 2008 American Film Institute Best of International Digital Showcase
Gone Gitmo – virtual Guantanamo Bay Prison
- 2008 Annenberg Public Good in the Virtual World Merit Award Winner
Virtual installation of Mauerkrankheit/Walljumpers
- 2007 MacArthur Foundation – Bay Area Video Coalition
Producers Institute Residency to transform significant documentary film into a digital
platform: Guantánamo Bay in Second Life
- 2004 Berkeley Film Festival – Grand Festival Award, Documentaries –
“Unconstitutional: The War on Our Civil Liberties”
- 2004 Sundance Channel “Best of” Selection
“Unconstitutional: The War on our Civil Liberties”
- 2003 South by Southwest/Florida Film Festival Official Selection
“Mama/MAMA”, investigative documentary
- 1999 Toronto Film Festival Official Selection
“The Jaundiced Eye,” investigative documentary
- 1994 Compuserve Award for best use of the Platform
Using weather, Bizfile and Phonefile to produce CourtTV Film “Chappaquiddick”
- 1992 Academy Award Nomination
"Death on the Job", HBO investigative documentary
- 1989 Genesis Award Newsweek Animal Rights Cover Story
- 1984 David McCord/Winthrop House Book Prize Achievement in the Arts
- 1984 Harvard University Departmental Visual and Environmental Sciences
Award for Best Thesis

ACADEMIC PUBLICATIONS

- “Beaming into the News: A System for and Applications of Tele-Immersive Journalism”
– submitted for Review, 2015
- “Embodied Digital Rhetoric: Soft Selves, Plastic Presence and the Nonfiction Narrative.”
In *Digital Rhetoric and Global Literacies: Communication Modes and Digital Practices in the
Networked World*, June 2014
- “Physical World News In Virtual Spaces: Representation and Embodiment in Immersive Nonfiction,”
Media Fields Journal, September, 2011
- “Immersive Journalism,” *Presence*, MIT Press publication, August, 2010
- “Avatar Mediated Cinema,” *Proceedings of the International Conference on Advances in Computer*

Entertainment Technology, 2008.

SELECTED OTHER PUBLICATIONS

- “What's Making That Awful Racket? Surprisingly, It May Be Fish,” *The New York Times*, April 8, 2008.
- “Sifting the Garbage for a Green Polymer,” *The New York Times*, June 19, 2007
- “Hollywood’s Scariest Boss,” *Buzz Magazine*, September 1994
- “Safety Last,” *Texas Monthly*, August 1991
- “Fighting for the Environment,” *Hispanic Magazine*, March 1991.
- “A Time to Seek,” *Newsweek*, December 17, 1990.
- “Sex Still Matters,” *Newsweek*, October 29, 1990.
- “The Greens Are White,” *Newsweek*, October 15, 1990.
- “The Naked and the Dread,” *Newsweek*, September 10, 1990.
- “The Recession of '90,” *Newsweek*, August 20, 1990.
- “A Frightening Aftermath,” *Newsweek*, July 23, 1990.
- “One City, Two Summits,” *Newsweek*, July
- “The Right-to-Lifers' New Tactics,” *Newsweek*, July 9, 1990.
- “The Push for Power,” *Newsweek*, April 9, 1990.
- “Going for the Broke,” *Newsweek*, April 2, 1990.
- “The Crack Children,” *Newsweek*, February 12, 1990.
- “Teenagers and Abortion,” *Newsweek*, January 8, 1990.
- “Danger on the Job,” *Newsweek*, December 11, 1989.
- “E pluribus, plures,” *Newsweek*, November 13, 1989.
- “An Ego as Big as American,” *Newsweek*, October 16, 1989.
- “Tiny Tick, Big Worry,” *Newsweek*, May 22, 1989.

SELECTED PRESENTATIONS AT CONFERENCES

- “Immersive Journalism and Embodied Digital Rhetoric” - The Future of Storytelling Conference
- “Virtual Reality and the Start Up” – Silicon Valley Virtual Reality conference
- “Immersive Journalism” - The Conference - Malmo, Sweden
- “Use of Force” -Guanajuato International Film Festival
- “Immersive Journalism” - Sheffield Film Festival
- “Immersive Journalism” - Online News Associatio
- “Science of Fiction” - IEEE VR, 2013
- “Immersive Journalism” - S.I. Newhouse School of Journalism, Syracuse University
- “Immersive Nonfiction” - Viterbi School of Engineering, IMSC retreat, USC
- “Immersive Nonfiction” - Webdox – Brussels, 2013
- “New forms of documentary” - Sundance Film Festival, 2012
- “Sexual Harassment and Gender Swapping in Second Life” - Oxford University iCS Symposium: A Decade in Internet Time
- “Immersive Nonfiction” - Art of Peace in a Time of War conference
Funded and organized by the Carnegie Institute of Peace
- “Stroome” – Tribeca Film Foundation - Technology Quickfire

“Immersive Nonfiction” – Highway Africa and World Journalism Educators Conference, Grahamstown, South Africa
 “Immersive Nonfiction” - Real Actions, Virtual Environments Conference – Barcelona, Spain
 “The New Hollywood Movie Studio: New Power for the Independent Filmmaker found in the world of new media and social networking” - American Film Market
 “Gone Gitmo” - Cite de Sceance - Paris, France
 “Immersive Nonfiction” National Association of Latino Independent Producers – Immersive Journalism and web documentary tools
 “Immersive Nonfiction” Centro de Ciencias – Benasque, Spain - Art and Science: exploring the limits of human perception
 “Immersive Nonfiction” UC Berkeley – The Soul of the New Machine - Second Life as an environment for human rights issues
 “Immersive Nonfiction” MIPTV/MIPDOC- Cannes, France – Immersive Storytelling and Interactive Documentary Filmmaking
 “Immersive Nonfiction” University of Nevada, Las Vegas – Virtual Worlds and Interpretive Communities
 “Spatial Narrative, Embodied editing and Immersive Journalism in virtual worlds” Advances in Computer Entertainment – Yokohama, Japan
 “Gone Gitmo” - American Film Institute – Plenary lecture at Digifest
 “Machinima Filmmaking” – Panel, Second Life Community Convention 2008
 “Gone Gitmo” American University – Beyond Broadcast
 “Gone Gitmo and John Escher: Machinima and immersive journalism” -AFI Silverdocs – Gaming and New Media Panel
 “Gone Gitmo” National Association of Latino Independent Producers (NALIP)
 “Gone Gitmo” Sundance New Frontiers Panel/Alternative Storytelling for New Media Platforms
 “Gone Gitmo” Women in Film and Television International
 “Gone Gitmo” Latino International Film Festival and Media Conference
 “Gone Gitmo” National Alliance of Media Arts and Culture

SELECTED GUEST LECTURES

Syracuse University – S.I. Newhouse School of Journalism
 Harvard University – Kennedy School of Government (annually for past 4 years)
 University of California Irvine – Informatics Department
 University of California Santa Cruz
 City University, Hong Kong – School of Creative Media
 Hacks and Hackers – online lecture: “Edit it. Fork it. The art of online collaboration”
 City University, London – Journalism School
 Goldsmith College, London - Centre for Cultural Studies
 University of California Los Angeles- School of Architecture
 University of St. Louis - Film Department
 Cornell University - Science and Technology Studies
 California State University Los Angeles - Television, Film and Media Studies

ARCHIVE/FAIR USE EXPERT

- 2010 A SMALL ACT – Premiered at Sundance Film Festival, shown on HBO
- 2009 THE YES MEN SAVE THE WORLD – Handled all Fair Use archive for film which won the Berlin Film Festival people’s award, premiered at the Sundance Film Festival and will be shown on HBO and Channel Four in England.
- 2007 BIGGER, STRONGER, FASTER – Premiered at Sundance Film Festival, theatrically released
- 2007 TRUMBO – Premiered at Sundance Film Festival, theatrically released

SELECTED PRESS

BBC

“How Virtual Reality Can Put Us Into News Stories”

<http://www.bbc.com/future/story/20140828-bringing-virtual-reality-to-news>

Vice

“Is Virtual Reality the Future of Journalism?”

<http://thecreatorsproject.vice.com/blog/is-virtual-reality-the-future-of-journalism>

MIT Technology Review

“Will Virtual Reality Reshape Documentary Journalism?”

<http://www.technologyreview.com/news/527931/will-virtual-reality-reshape-documentary-journalism/#comments>

Fast Company

“Put On A Helmet, And You're In The Story: Why Virtual Reality Journalism Is The Future”

<http://www.fastcocreate.com/3018099/put-on-a-helmet-and-youre-in-the-story-why-virtual-reality-journalism-is-the-future>

Times Literary Supplement

“War Illustrated”

<http://timescolumns.typepad.com/stothard/2014/06/war-illustrated.html>

Mashable

“Virtual Reality Memory”

http://mashable.com/2014/06/26/virtual-reality-memory/?utm_cid=mash-com-Tw-main-link

The Verge

“How Hunger in Los Angeles broke my heart.”

<http://www.theverge.com/2013/6/14/4431308/digital-empathy-how-hunger-in-los-angeles-broke-my-heart-virtual-reality>

Sueddeutsche

“Die Illusion ist perfekt.”

<http://www.sueddeutsche.de/digital/immersive-journalism-d-technik-zum-weinen-1.1743673-2>

Fast Company

“Hunger in LA Immerse Viewers in an Interactive Journalism Experience.”

<http://www.fastcocreate.com/1679530/hunger-in-la-immerses-viewers-in-an-interactive-journalism-experience-and-a-food-line>

China Press

“Hunger in Los Angeles [in Chinese]”

<http://entertainment.uschinapress.com/EntertainmentGossip/20130910/81950.html>

HuffingtonPost

“Hunger in Los Angeles”

http://www.huffingtonpost.com/2012/01/30/hunger-in-los-angeles_n_1241468.html

Read Write Web

“Making news Useful”

http://www.readwriteweb.com/archives/making_news_useful_techrakingcis_techraking.php

Henry Jenkins – The Civic Commons

“The Future of News”

<http://theciviccommons.com/blog/the-future-of-news>

“Immersive Journalism and a Step Forward for Virtual Reality”

<http://ejc.net/magazine/article/immersive-journalism-and-a-step-forward-for-virtual-reality#.Uk5TjBZLFAs>

Nieman Storyboard

“Nonny de la Peña on Gone Gitmo, Stroome and the Future of Interactive Storytelling.”

<http://www.niemanstoryboard.org/2011/01/03/nonny-de-la-pena-on-gone-gitmo-stroome-and-the-future-of-interactive-storytelling/>

Documentary

“Animation Nation – Redrawing the Boundaries of Documentary”

Cover Story of the spring 2009 issue.

Der Spiegel

“Terror and World Hunger: Games Industry Discovers Gitmo, Hunger & Other Serious Issues”

<http://www.spiegel.de/international/zeitgeist/terror-and-world-hunger-games-industry-discovers-gitmo-hunger-and-other-serious-issues-a-510688.html>

New Scientist

“Reporting from virtual worlds”

<http://ejc.net/magazine/article/reporting-from-virtual-worlds#.Uk5T5RZLFAs>