

p o r t r a f f o l o i l o i o

by

macarena pereyra iraola

CONTENT
CONTENT



about me



cv



selected works



pursuit



+



hola

My name is **Macarena** and I am an Argentinian architect, artist and designer based in Berlin. I have also always had great interest in investigation and performance. I have +3 years of commercial architecture experience where I've had the opportunity to transform ideas into tangible, well-crafted spaces that met their businesses identity. The desire to combine design, architecture and art has always been a challenge that inspires me to keep searching for a role where I can bring my best contribution to the table.

My experience also includes exhibition design for both collective and solo projects, where I've been able to combine spatial thinking with storytelling.

Besides my professional pursuits, I love music, dancing, nature and travelling. Being receptive to new interests is the key to stimulate one's creativity and I will keep myself focused on always finding new ways of interacting with this world and assort my comfort spaces in direction to unexpected outcomes.

let's talk!

WORK EXPE- RIENCE

CV

ARCHITECT

oct
may

23
24

ESTUDIO RIPANI / BUENOS AIRES

Specialized in gastronomic venue design and architecture. Concept development, 3D visualization and rendering.
Material and technical research
Constant client meetings and engagement throughout project lifecycle.

ARCHITECT & GRAPHIC DESIGNER*fl

feb
apr

21
24

TIERRAMIA / BUENOS AIRES

As a freelancer, spearheaded the complete interior architectural design, project management and construction oversight for Tierramia, a leading biocosmetic brand, delivering two stores in 2021 and 2024 with a strong focus on environmental responsibility.

ARCHITECT*fl

aug
dic

23
23

CASERÍO ARTADI / BASQUE COUNTRY

Architectural layout design for the refurbishment and interior redesign of a 400-year-old building.

ARCHITECT

aug
may

22
23

SIFÓN & CO / BUENOS AIRES

Specialized in high-quality and aesthetically pleasing renovations tailored to diverse gastronomic establishments (Sifón, Madre Rojas, Sifoncito and Sede).

INVESTIGATION INTERN

jul
jul

21
22

6044 SUR / BUENOS AIRES

Investigation Internship, contributing to the development of the Digital Archive of Architecture and Biology in Antarctica.

EDUCA- TION & COURSES

ARCHITECTURE DEGREE

FADU, UBA / ARGENTINA

HIGH SCHOOL BACHELOR

MICHAEL HAM MEMORIAL COLLEGE-
/ BUENOS AIRES, ARGENTINA

JAPANESE AESTHETICS

ARGENTINIAN PSYCHOANALITICAL-
CENTER

FRENCH INTENSIVE COURSE

LSI, PARIS / FRANCE

SKILLS

Creativity
Problem-solving
Adaptability
Proactivity
Client relationship

AutoCAD
Sketchup
Adobe Photoshop
Adobe Indesign
Adobe Illustrator
Lumion
Enscape
Office
Procreate

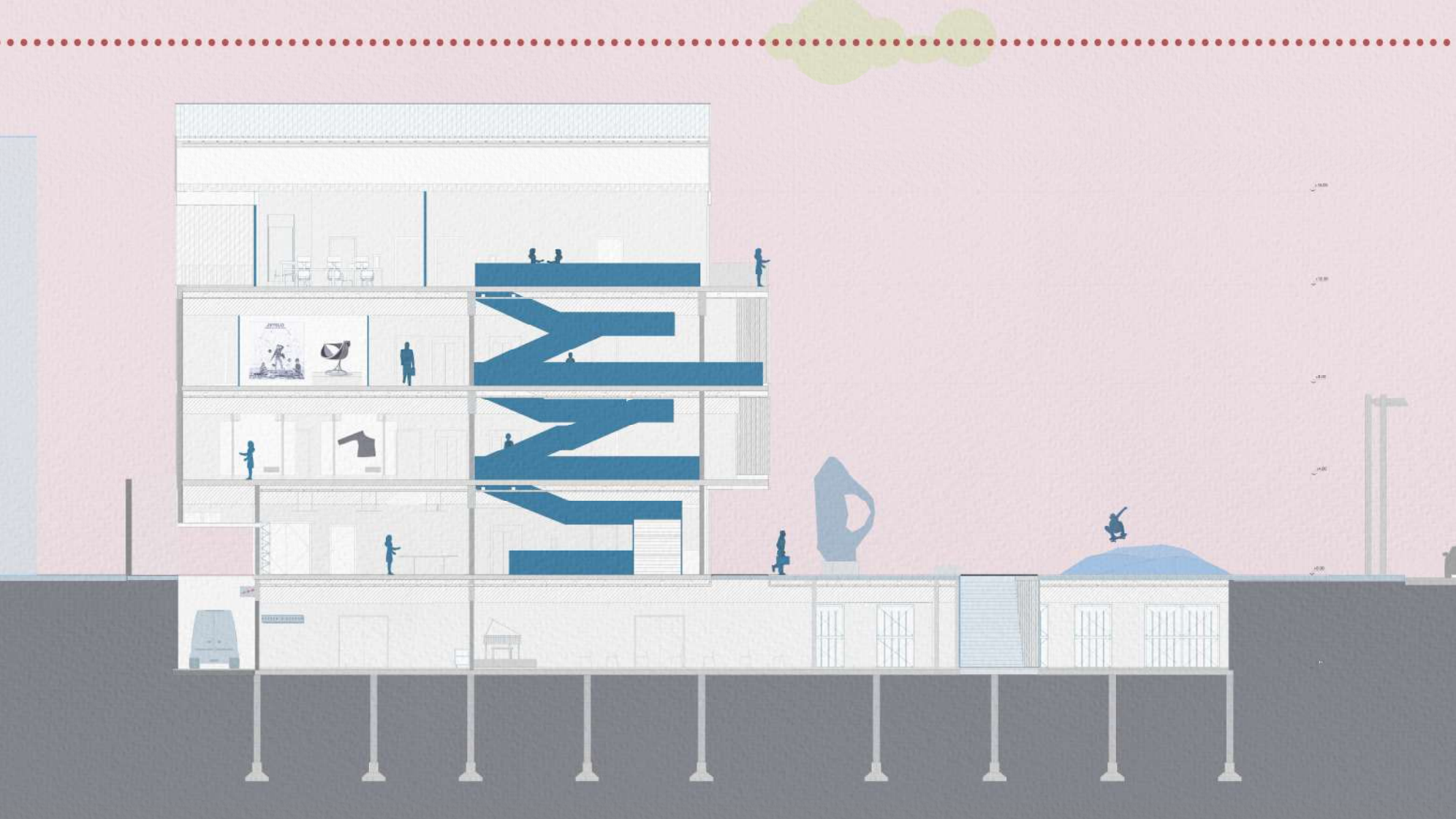
LANGUA- G E S

Spanish
English
French (B1)

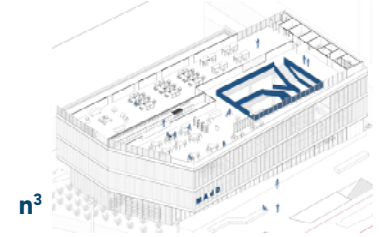
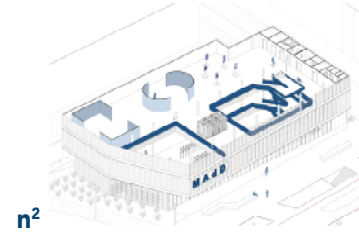
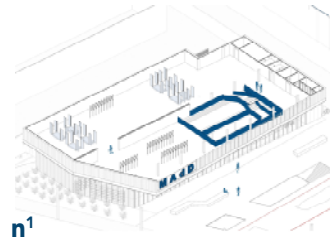
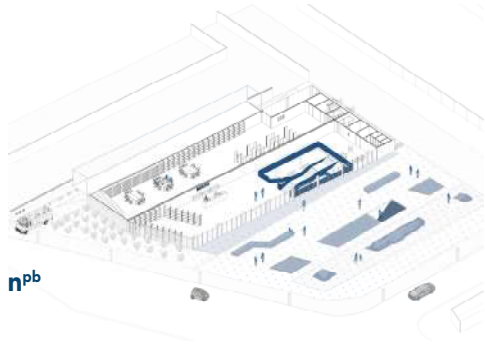
**selected
projects | 2020
2024**



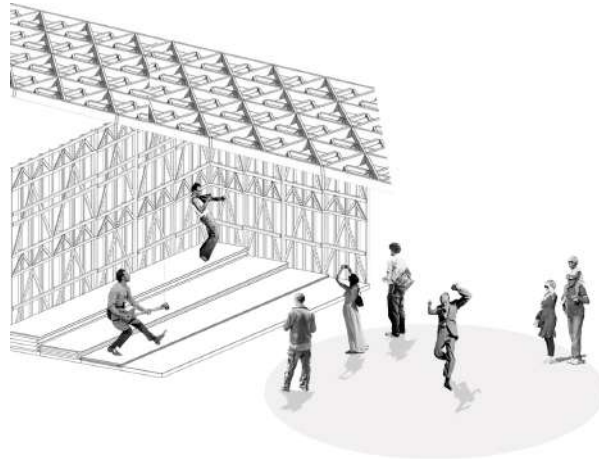
Project for the materialization of the **Argentinian Museum of Design**,
in collaboration with **IDA Foundation, Chair A77** A3, 2020



axonometric floor plans



dissemination and display devices

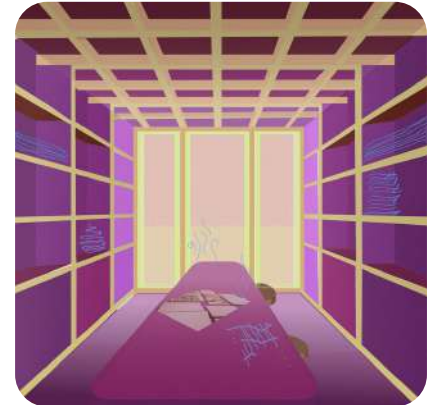
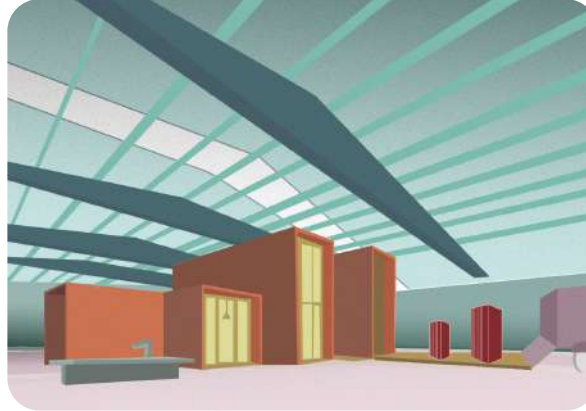
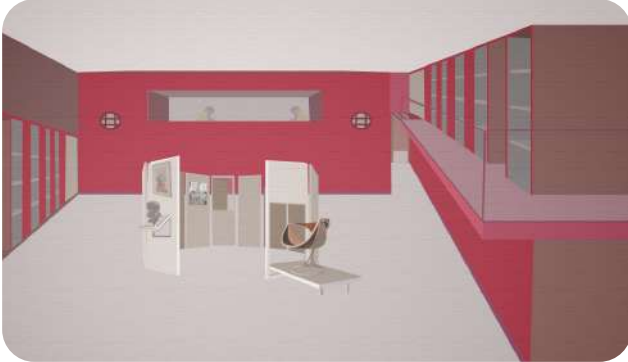


(Experimental **mid-term work** on project representation from referents that go beyond the architectural field)

(**Imagery and proposals** for the project in question)

reference¹

The Midnight Gospel



reference²

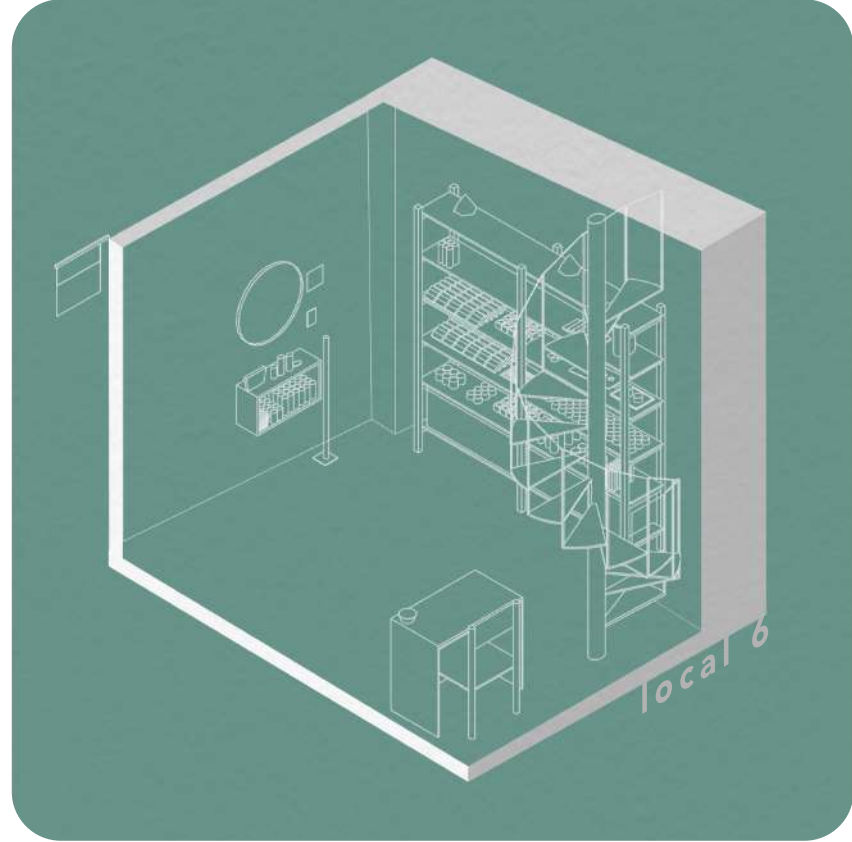




tierramia local⁶

Concept, interior design and development
of the store for the brand

2021







LUGANO+ /masterplan

Development proposal for the **Villa Lugano** neighborhood.

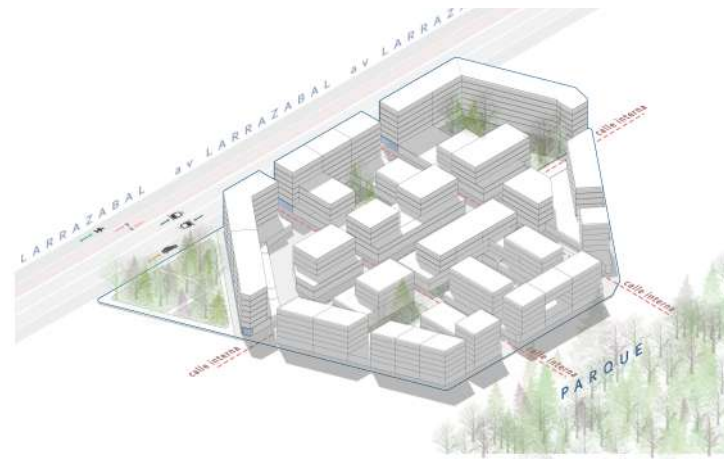
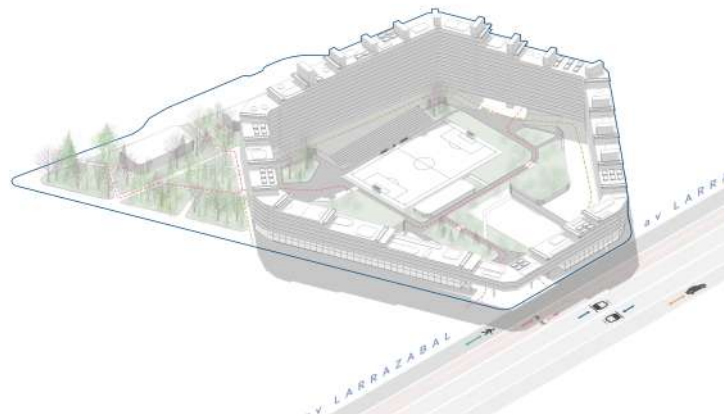
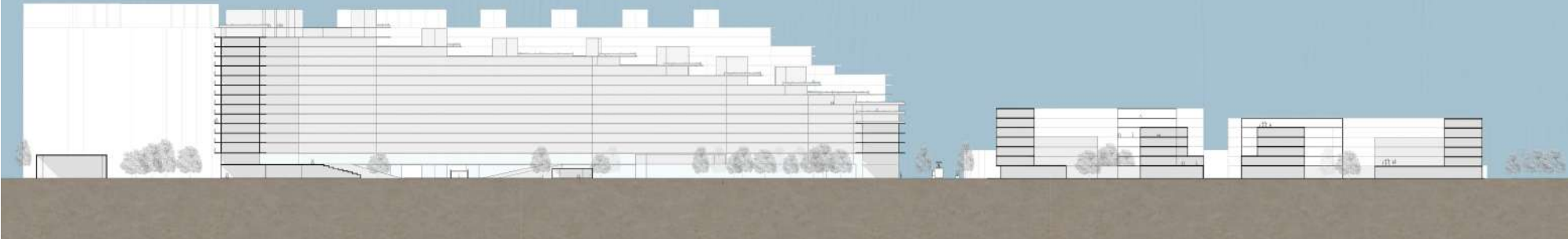
Grinberg Chair A4, 2021





Lugano^{1/2}

Lugano³



LUGANO³

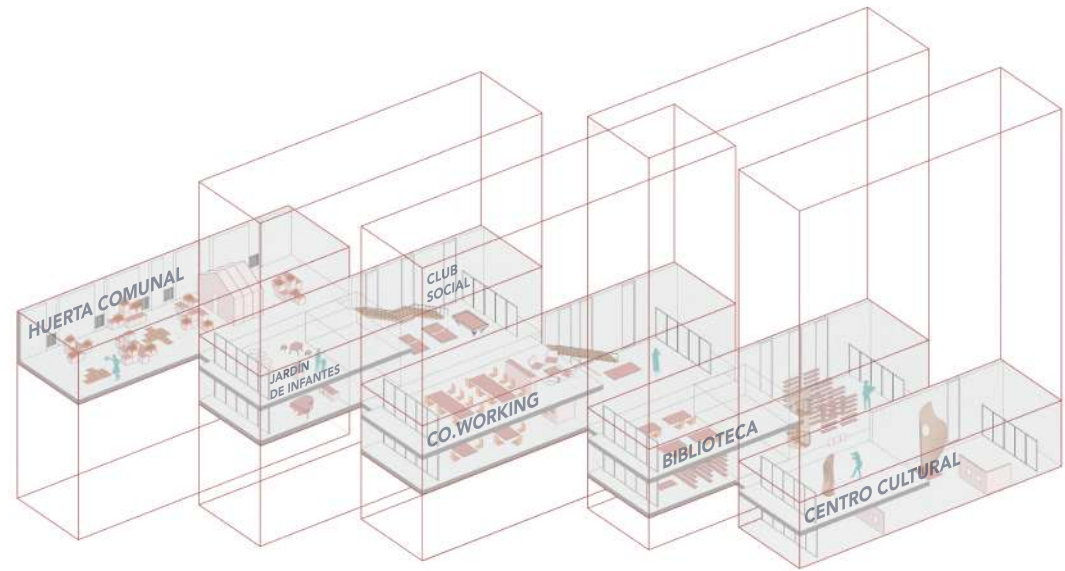
Proyecto cuatrimestral para el desarrollo de un edificio de viviendas en una de las nuevas manzanas de **Lugano³**



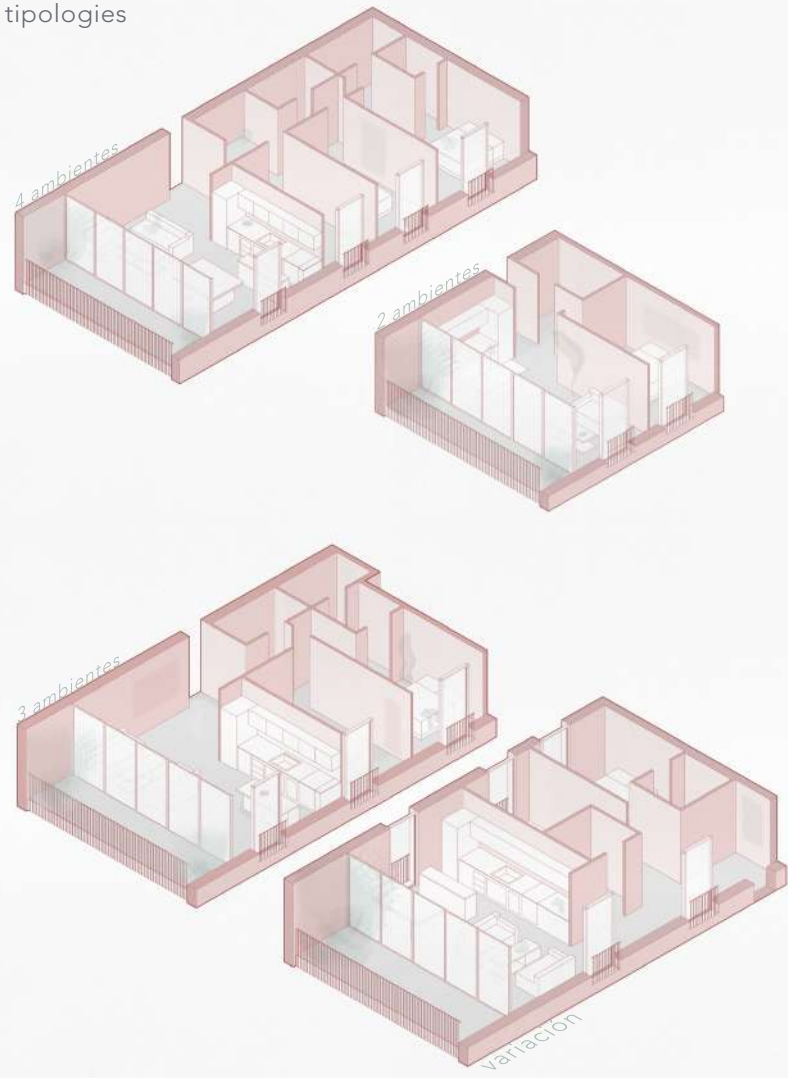




program



tipologies





Urbanism

THE INSUFFICIENT PIECE

RECONCEPTUALIZATION OF GENERAL PAZ AVENUE

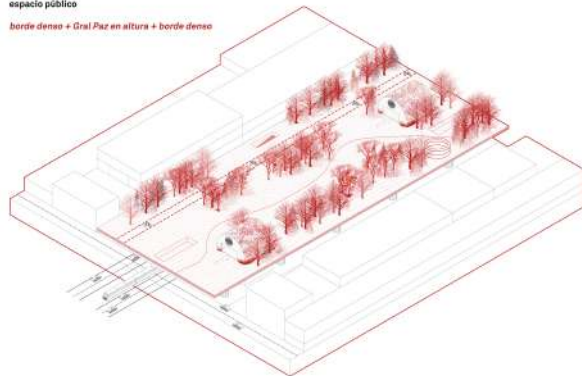
The project arises from the hypothesis that, in the productive city of the future, urban evolution will enable public transportation to reach more locations, ultimately making the car unnecessary.

Within this framework, and recognizing the existing deficiencies we studied on the highways, we began to redesign the operation of Avenida General Paz—formerly Avenida Jardín. We observed that, beyond having a clear and consistent footprint in the urban fabric, its identity and relationship with its edges change significantly along its entire length. In some areas, the edges are dense; in others, they are more dispersed. Traffic flow is essential in some sections, while in others, it creates obstacles. The avenue widens, intersects with other highways, rises, and buries itself along different stretches.

We then defined a catalog of possible interventions that could be applied to this newly refunctionalized thoroughfare. These interventions take the form of "formulas" that identify different combinations of edges, elevations, uses, and other factors. Each formula contains a series of common denominators—devices that can be applied almost universally along the avenue.

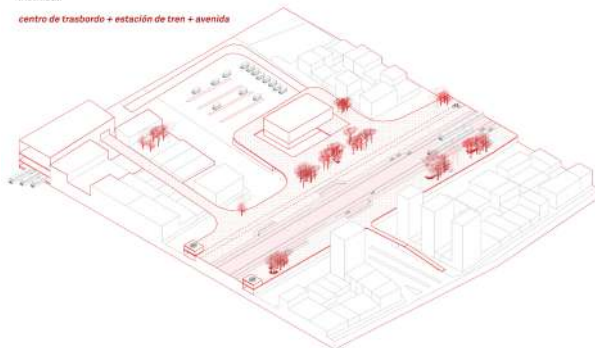
espacio público

borde denso + Gral Paz en altura + borde denso



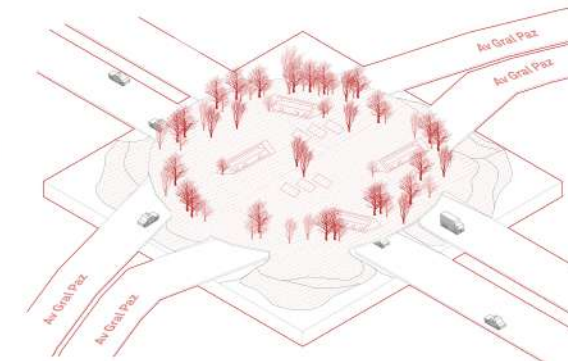
movilidad

centro de trasbordo + estación de tren + avenida



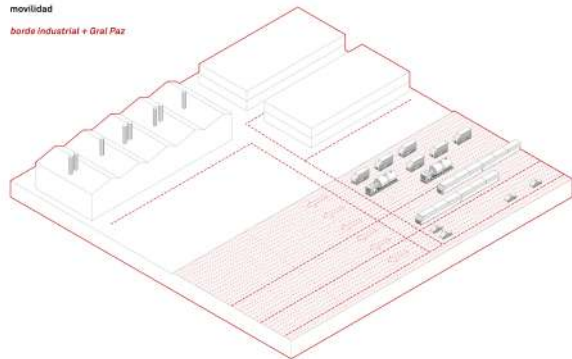
nudo

av. Argentina + Gral Paz



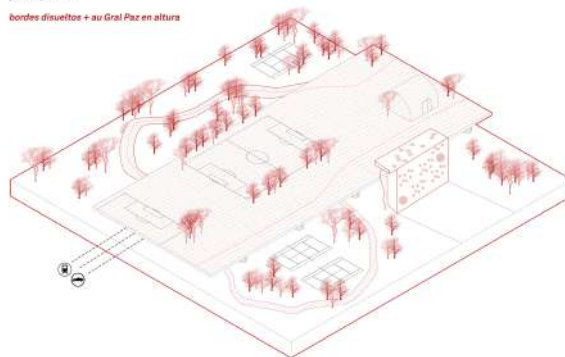
movilidad

borde industrial + Gral Paz



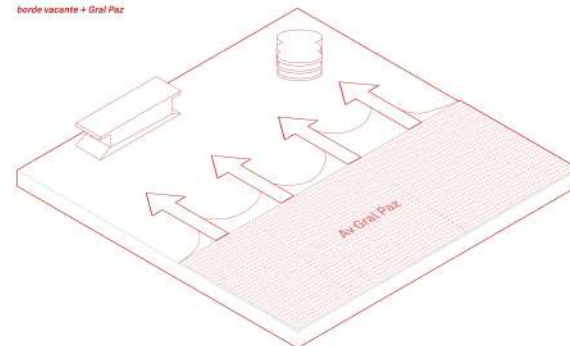
polo deportivo

bordes disueltos + av Gral Paz en altura



restauración

borde vacante + Gral Paz









Architectural project

MERCADO DEL VALLE

Mercado del Valle, situated on Maipú Avenue at the edge of Paseo General Paz, forms a vital link within a mixed urban project that seeks to challenge and redefine the essence of Buenos Aires' gateway—its mobility, productivity, and identity.

A market.

A train station.

A subway station.

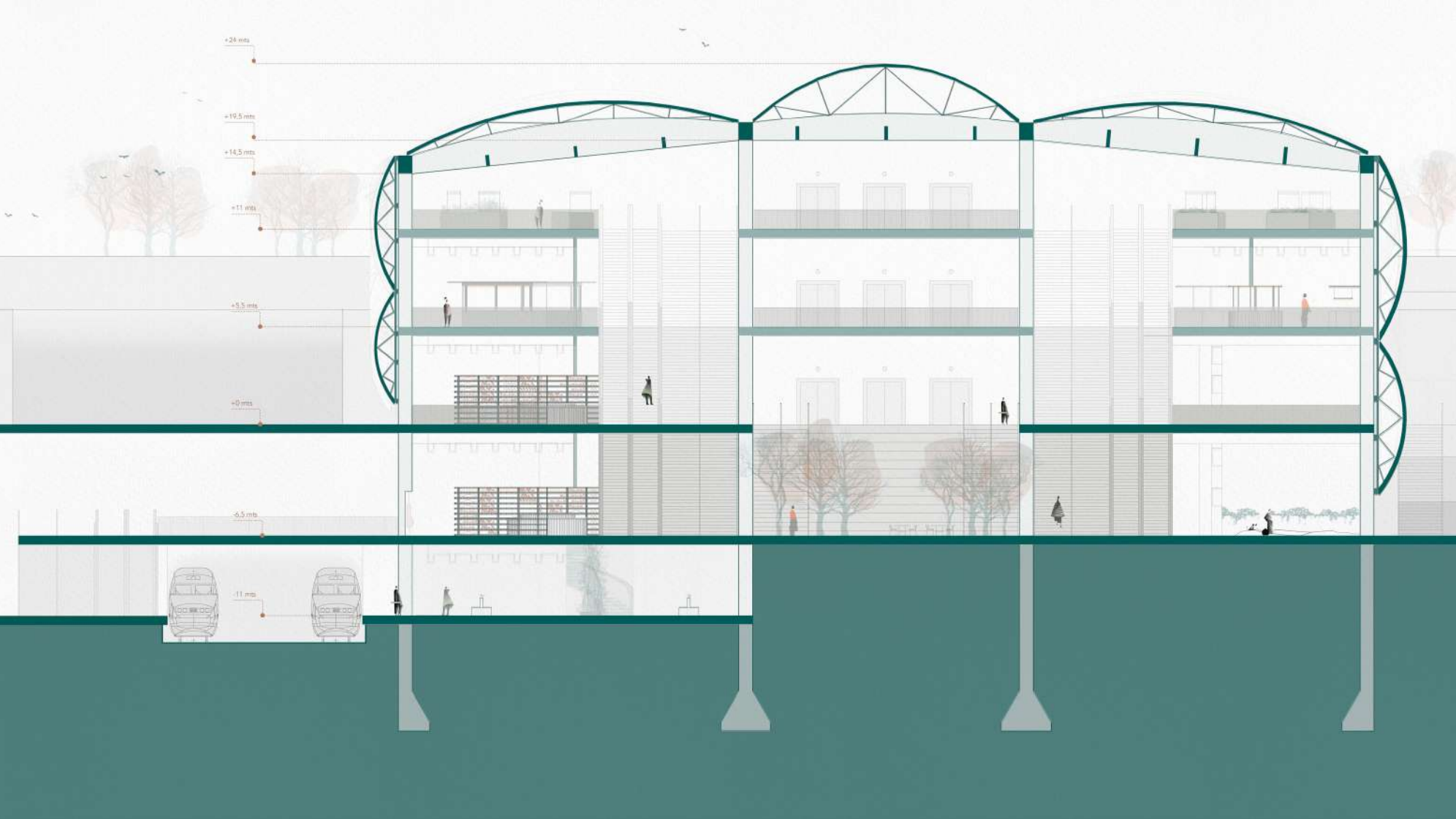
Access to the Maipú Transfer Hub.

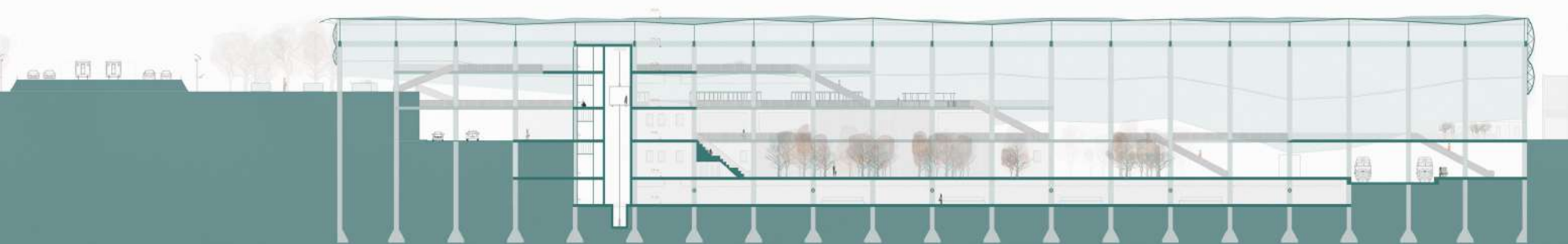
Housing.

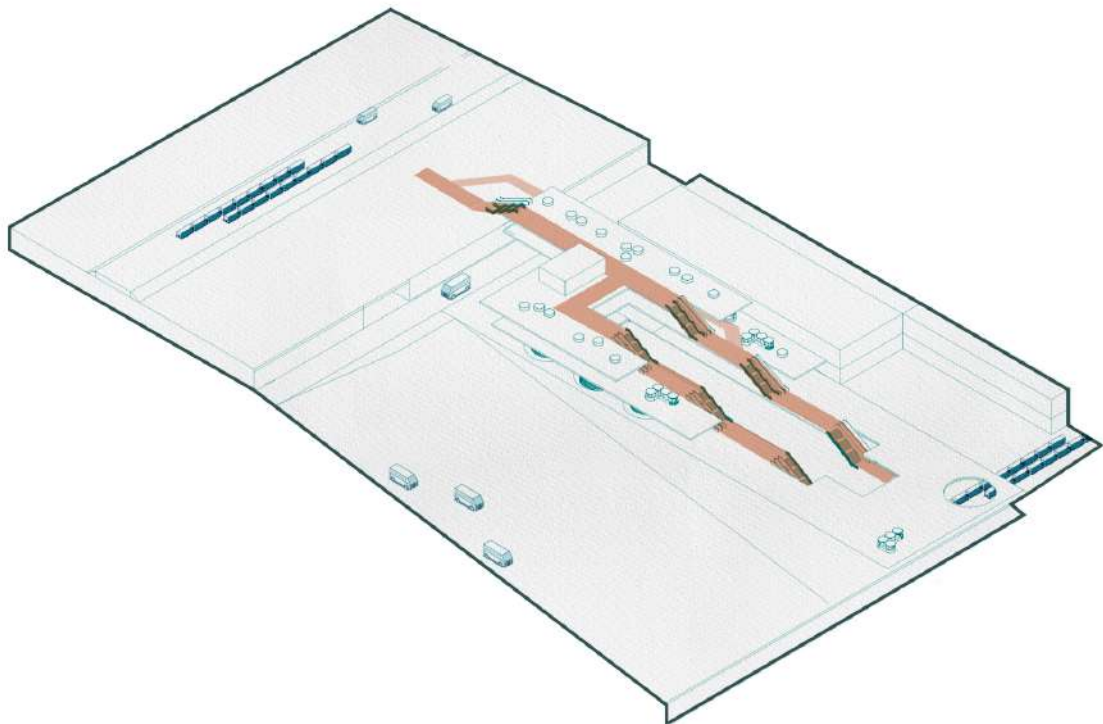
A park.

And a vast skin that binds it all together.









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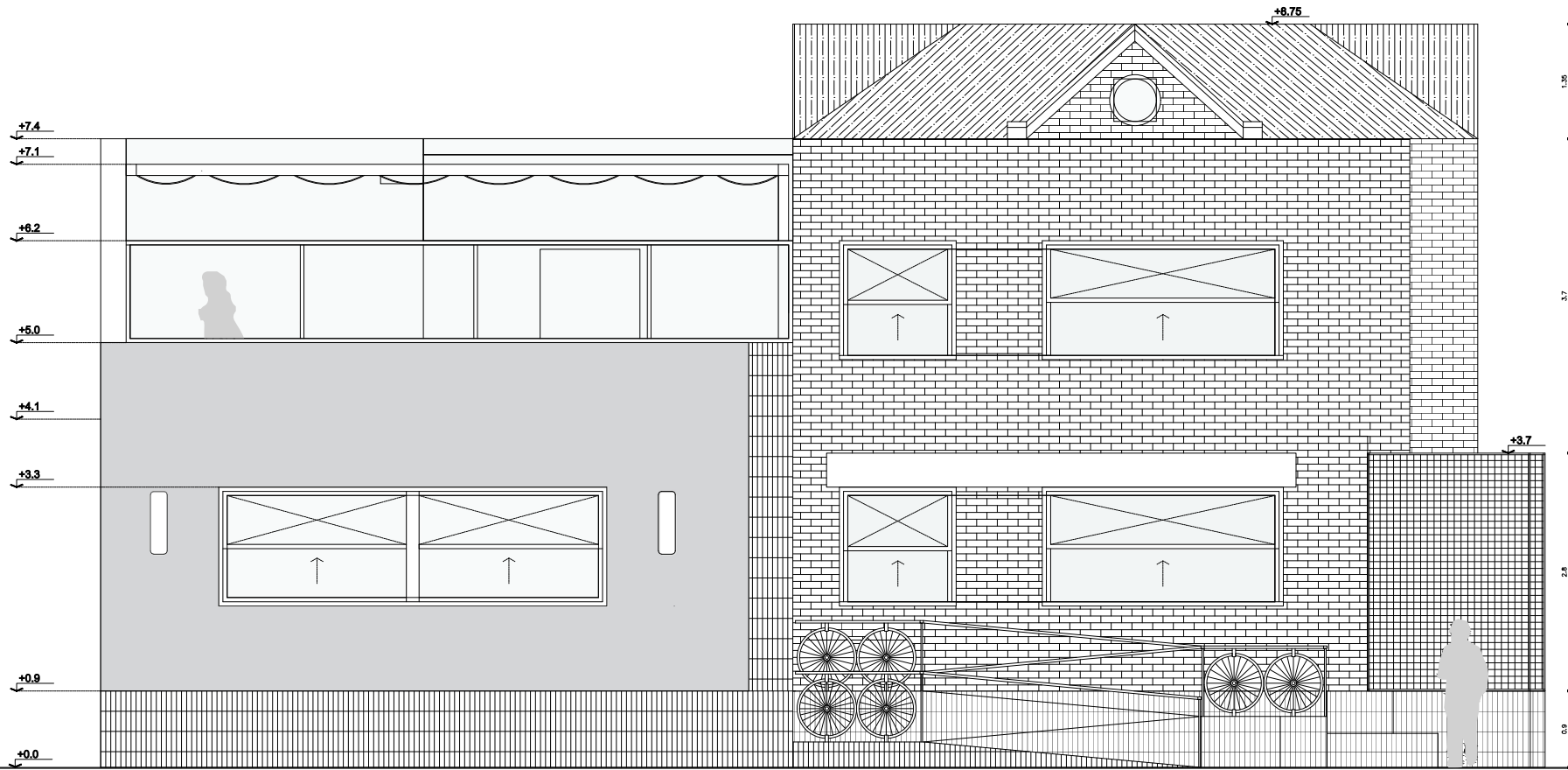


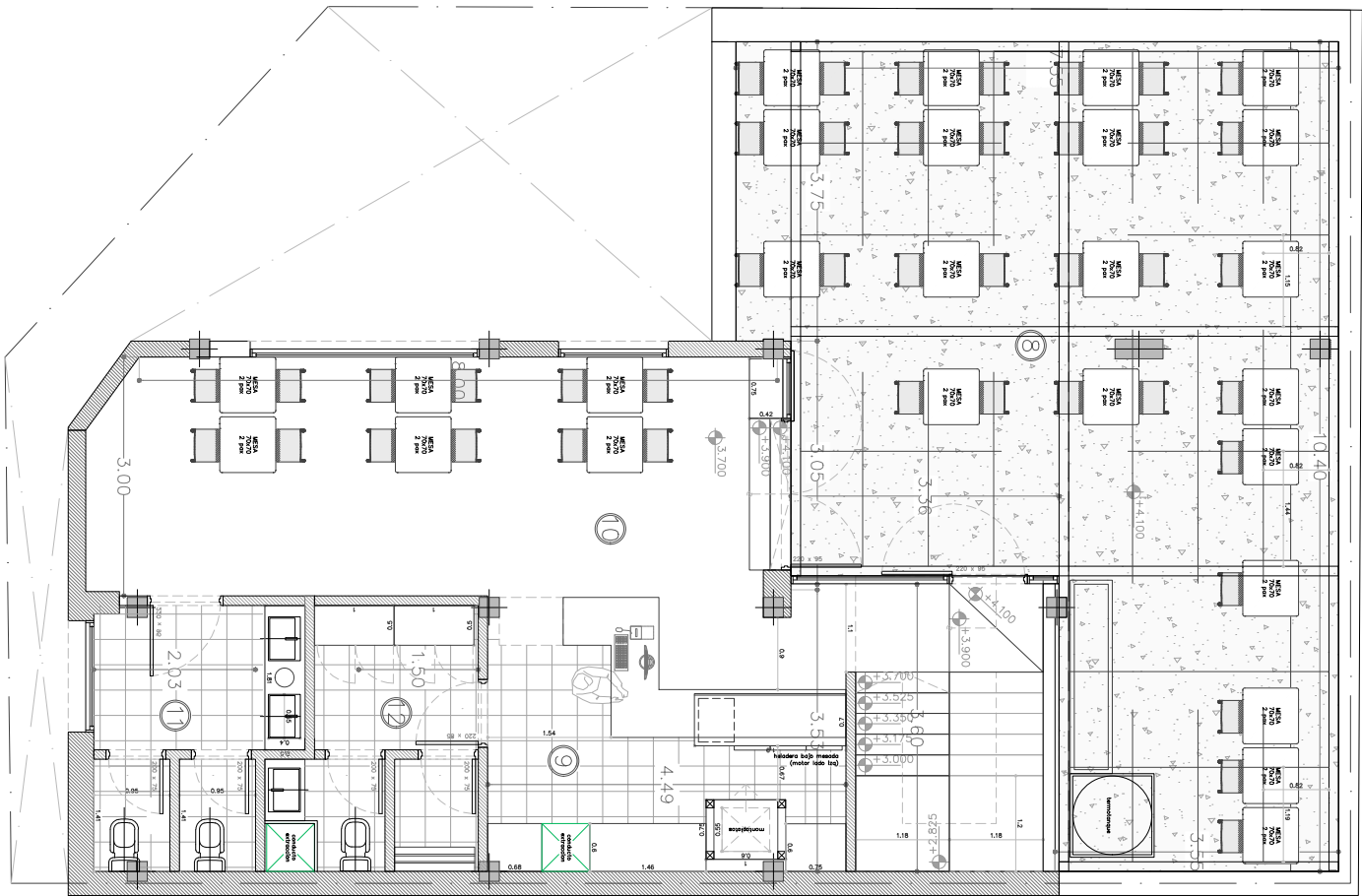


Project for Karina Gao's first restaurant

Estudio Ripani, Buenos Aires,
Argentina 2024











高

白小菜





tierramia

BIOCOSMÉTICA

SOLER

Project design and development for the
brand's second store

Soler 4560, Buenos Aires, 2024







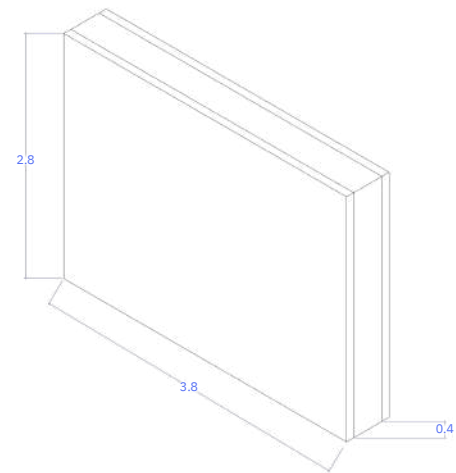
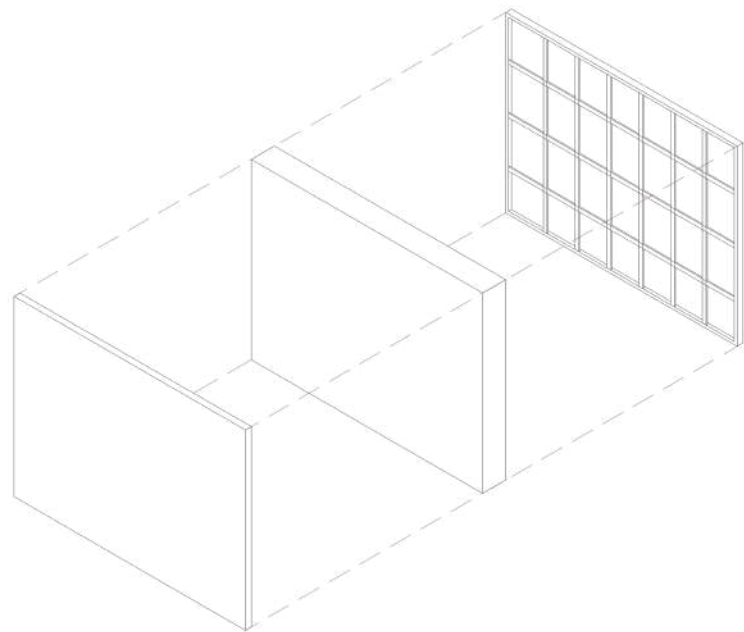
“La forma - espacio”

Exhibition design for Argentinian artist
Virgina Derqui

Museo Caraffa, Córdoba, 2024



proposal . exploded view



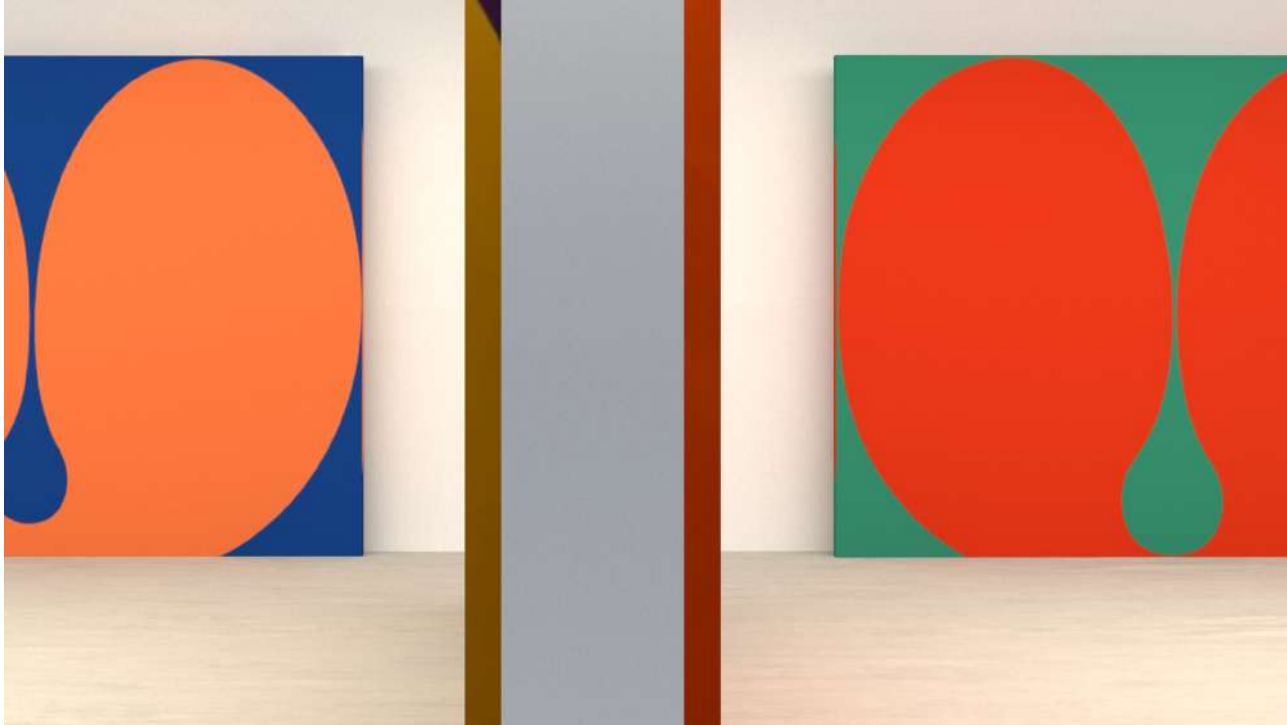
proposal . spatial design



proposal . spatial design



proposal . spatial design



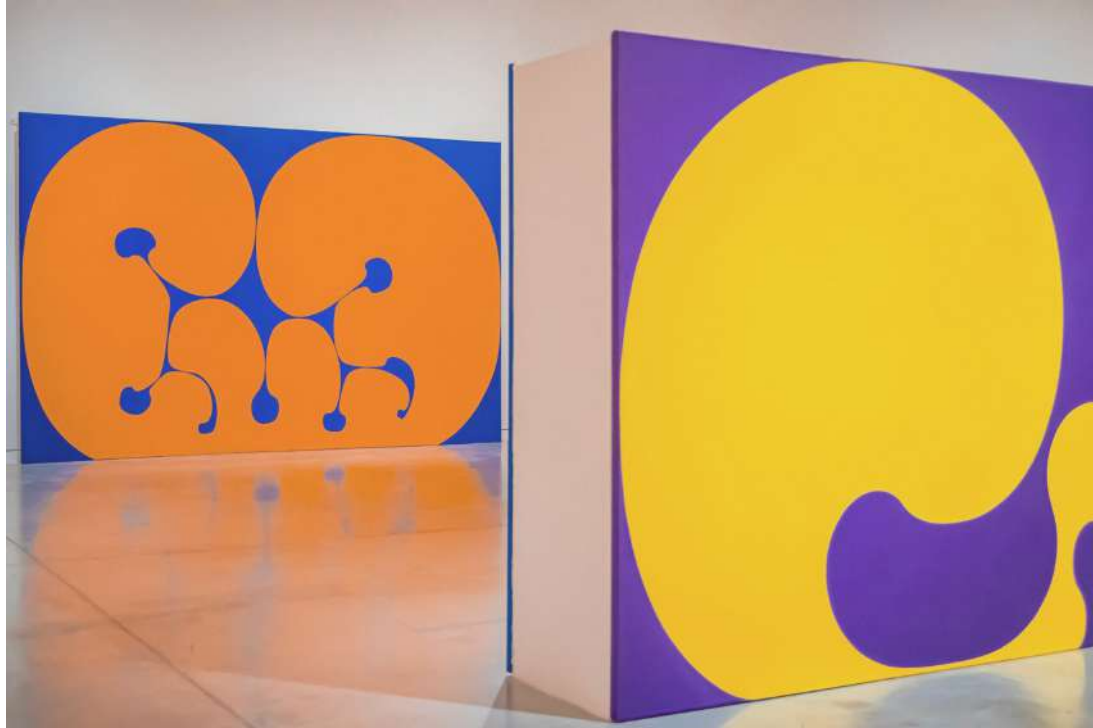
exhibition. april 2024



exhibition. april 2024



exhibition. april 2024



exhibition. april 2024



exhibition. april 2024



This portfolio reflects various explorations and aesthetic try outs that have captivated, inspired and challenged me over the years, beyond the project-based study and investigation of each work. Some were excuses to push me into spaces that are not in my nature and yet surprised me with unique results.

If you are here, **thank you** for your time.