IRINA BAKO

Inspired by art history and personal reflections, my environments transcend mere simulation, as I'm always trying to evoke a bit of the depth and surreal beauty of a painted canvas brought to life, sometimes through the use of AI visual tools.

My work explores the fusion of posthumanism, technological surrealism and digital intimacy, using both digital and physical media to examine our ever-evolving relationship with technology, to challenge perceptions of reality and the self. I specialize in multimedia installation, 3D videos, sculpting and prints, digital fabrication, and AI-driven creativity, blending traditional techniques with modern tools. In my creative universe, I craft 3D characters, environments, and objects from scratch, infusing each element with layers of symbolism that explore various themes that resonate with my values in society and art. From bespoke clothing and hair accessories to subtly provocative objects with abstract shapes, my creations serve as visual metaphors. Inspired by art history and personal reflections, my environments transcend simulation, as I'm always trying to evoke a bit of the depth and surreal beauty of a painted canvas brought to life, sometimes through the use of AI visual tools.

WEBSITES

This is my creative lead / designer portfolio

hyperbolae.studio

SOCIAL MEDIA

www.instagram.com/hyperbolae.studio/
www.linkedin.com/in/irinabako/
www.youtube.com/@datejuice

PLATFORM

Spam Index

EDUCATION

2004 - 2008	Bachelor of Communication Studies, Media and Advertising The National University of Theatre and Film "I.L. Caragiale" (UNATC) diploma

EXHIBITIONS

2025	Everything Passes Rezidenta Scena 9 Bucharest, Romania Totul trece (Everything Passes) at Rezidența9 explored fragility, transience, and vanity as essential parts of the human

PROJECTS

2024	Creative Lead (Audiovisual & Immersive Production) for multiple projects Den Haag, Netherlands sbae.nl Creative direction for AV experiences, including branding, design, and website development for

condition. Bringing together seven contemporary artists in its six rooms, the show reflected on time, memory, the body, and desire, while also questioning how endings, vulnerabilities, and appearances shape our emotional survival. Far from treating fragility as weakness, the exhibition framed it as a lens of clarity, inviting viewers to look attentively at what fades, slips away, or breaks, and to reconsider vanity as both anxiety and defense in a visually saturated world.
youtu.be/2uhDM5hZsQA?si=bjWHF8aZgva4lRV7
Group

2025   Media Art Festival Arad - Parallax Errors Cinema Arta Arad, Romania
Group

2024   Desktop Studies - The Wrong Biennale CAV Gallery Bucharest, Romania Digital pavilion at The Wrong Biennale; physical show at CAV Gallery / The Wrong Biennale / CAV Gallery
revistaarta.ro/en/converging-realities-desktop-studies-pavilion-at-the-wrong-biennale-2023/
Group

2024   Hedge School - Doolin Arts Festival Doolin Arts Doolin, Ireland Video display showcase & VJ performance at Doolin Arts Festival
Group

2023   ready media network (RMN) Altex Stores (Countrywide) Bucharest; Constanța; Arad; Brașov , Romania In September 2023, as part of the Empower Art & Artists initiative "ready media network (RMN)", curated by Călin Man, my AI video "Women's Wing" was exhibited across Altex and Media Galaxy stores in Bucharest, Brașov, and Constanța. The project presented 13 AI-generated artworks on store TV screens, subverting retail environments into pop-up exhibition spaces.
empowerartists.org/en/experiences/ready-media-networkrmn_digital-art-exhibition-facilitated-by-artificial-intelligence-ai/
Group

Netherlands-based AV systems & solutions provider delivering immersive environments, interactive installations and full-scale AV infrastructure; you lead creative/brand activities alongside consulting and production.

2023   Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2023   Art / creative direction for Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2023   Art / creative direction for Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2023   Art / creative direction for Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding

2023   Hybrid Stations Atelierele Malmaison Bucharest, Romania Group show (3D printed art objects) at VAGon, Atelierele Malmaison / VAGon
Group

2023   Mai mult ca realul PARTER Gallery Cluj , Romania Group show at PARTER Gallery
www.modernism.ro/2023/10/06/expozitie-mai-mult-ca-realul-galeria-parter-cluj-napoca/
Group

2023   Until The Water Runs Clear Contemporan Hair Space Bucharest
www.modernism.ro/2023/11/06/expozitie-until-the-water-runs-clear-la-contemporan-hair-space-bucuresti/comment-page-1/
Group

2023   Genesthai - Paris Art Basel Exhibition IHAM Gallery Paris, France
www.brawhaus.com/genesthai
Group

2022   This Is Where I Post From Meta Spatiu Timisoara , Romania Curated and presented at META Spatiu July 2022, "This Is Where I Post From" examines how memes and internet culture shape collective identity and emotions. The exhibition juxtaposed digital and physical artistic expressions, highlighting how meme-driven art democratizes cultural conversations. It features works by five artists (including myself in a solo essay show), emphasizing the interplay between virtual behaviors and embodied experiences in contemporary art.
www.metacontemporary.ro/en/programme/exhibition/this-is-where-i-post-from/
Solo

2022   SPOTLIGHT Festival Bucharest (XR) The National Art Museum of Romania Bucharest, Romania XR art show on sidewalk of The National Art Museum of Romania
Group

2022   Media Art Festival Arad: Wunderkammer Arad Art Museum Arad, Romania mafa.ro/ctlg/MAFA9.pdf
Group

creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2023   Art / creative direction for Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2023   Art / creative direction for Seamless Systems Den Haag, Netherlands smls.systems Strategic leadership for audiovisual systems and experiential design at smls. systems, a B2B high-performance computer startup built for demanding creative, AI, and technical workflows. Drive brand, marketing, and communications under the guiding vision: "The Renaissance of Computing." Shape product positioning, visual identity, and partner engagement to establish smls as a benchmark for innovation in computational design and performance.

2020   Art Direction for Global Records Campaigns and Festivals Bucharest, Romania globalrecords.com Led creative development and branding for one of Romania's top music labels. Delivered high-impact visual campaigns and music video concepts for chart-topping artists, blending commercial performance with cultural storytelling.

2019   Concept, creative direction and production work Various, United Kingdom boilerroom.tv Curated and produced Eastern European showcases for Boiler Room's global platform, promoting regional artists and directing content strategies aligned with the brand's underground ethos.

2021   Kinema Ikon: Serial (Season 4, Episode 4) Arad Art Museum Arad, Romania I curated and presented "Digital Self-Portait," a group show focused on the "digital self" as a contemporary identity construct, bridging online avatars and IRL reflection, showcasing 13 Romanian artists' 3D self-portraits across physical and virtual contexts.
Group

2021   XR Month (One Night Gallery) One Night Gallery Bucharest, Romania XR art show / One Night Gallery
www.carrenoir.ro/work/xr-month
Group

2021   Apocalipsa Elefantului Alb Comenduirea Garnizoanei Timisoara, Romania
Group

2017   UNTOLD Music Festival - Creative Lead, Brand Strategist Cluj-Napoca, Romania untold.com As creative lead for the internal agency of Untold, Romania's largest music festival, I was entrusted with shaping the festival's entire narrative world. Rooted in local Carpathian myths but appealing to a universal audience, the festival was reimagined as a fantasy realm where every stage carried its own story. I renamed the main stage, the Cluj-Napoca stadium, The Dragon's Nest, and united it with the other stages into a cohesive mythology enhanced by visuals and animations. My work extended beyond storytelling to defining archetypes, staging experiences, and co-curating lineups, including the Galaxy & Summerhouse stages. I also collaborated closely on user experience, brand activations, and live performances, ensuring that the narrative flowed seamlessly into the festival's atmosphere and design.

2017   Neversea Music Festival - Creative Lead, Brand Strategist Constanta, Romania neversea.com In parallel with Untold, I helped establish Neversea, the festival by the Black Sea that launched in 2017. Starting with nothing but a name, I developed its identity, visual language, storyline, and tone of voice. At the heart of this mythology was Yana, a goddess of the sea who could stop time and command the tides, anchoring the festival's stages and performances in one coherent narrative. I worked on the logo, the presentation film, and the overall communication, while also curating and naming the stages. Among these, The Temple stood out as a deconstructed modern shrine designed to merge myth and contemporary aesthetics. From visuals to voiceovers, activations to main stage performances, my contribution shaped Neversea into a full-fledged immersive world.

2015   Interval Festival - Co-owner, Creative Director Bucharest, Romania Interval was my first and most personal project, a boutique festival that began as a playful challenge to break records and ended up becoming one of Romania's most unique cultural moments. The debut, Interval 100, delivered 100 hours of non-stop music across two clubs in the middle of winter, with a striking identity I created as both co-

founder and creative director. Inspired by geometric patterns transformed into bold 3D animations, each edition carried its own variation: from the monumental Interval 100, to the outdoor Interval Natural, to the Boiler Room editions with their own distinct color schemes. Beyond design, I curated lineups, produced the events, and managed the festival itself. Interval also carried symbolic weight, helping bring the community together in the wake of the tragic Colectiv club fire, proving that people could still gather safely to celebrate music.

2013   Origami Sound, Clubwerks, Dark Clover, Forza Records - Label Head, A&R, Art Director Romania
origamisound.bandcamp.com/ Record label housing 6 imprints and clubnight based in Bucharest, focused on releasing, showcasing and promoting high quality eclectic electronic music that transcends fads and genre names.

COMMISSIONS

2024   Papiloma Party - 3D printed vulvae sculptures Theatre Company Bucharest, Romania As part of the interdisciplinary performance Papiloma Party, I was tasked with sculpting and 3D-printing thirty distinct vulvas, which served as both scenographic elements and conceptual symbols within the play's exploration of HPV, vulnerability, and the body
www.instagram.com/p/DCwj5MYIW80/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFIZABu finished

2022   Award Design and Production for the International Lesbian Visibility Awards NGO International I designed and produced 10 handmade awards, based on a 3D render I created, for the new international recognition that celebrates outstanding contributions of lesbians worldwide.
mygwork.com/news/new-international-award-celebrates-outstanding-contributions-of-lesbians-worldwide finished

PUBLICATIONS

2023   MAFA10 - Ready Media Catalogue (2023) Catalog MAFA Călin Man and Ileana Selejan Arad, Romania mafa.ro/ctlg/MAFA10.pdf
MAFA X — READY MEDIA is the official catalogue for the 10th edition of Media Art Festival Arad (2023), curated by Călin Man and Ileana Selejan, and hosted at the Art Museum Arad. Exhibited two works: "TikTok Nightmares" (as Datejuice) within Desktop Studies, a Spam-Index pavilion previewing The Wrong Biennale (online + CAV Gallery, Bucharest), and "Women's Wing", an AI video presented in the R.M.N. ready media network project that screened AI-generated films on TVs in electronics stores across Bucharest, Constanța, and Brașov. Curators: Călin Man & Ileana Selejan; venue: Art Museum Arad.

2022   kinema ikon: serial (2013–2022) Catalog Kinema Ikon Kinema Ikon Arad, Romania kinema-ikon.net/pub/serial.pdf I curated and presented "Digital Self-Portait," a group show focused on the "digital self" as a contemporary identity construct, bridging online avatars and IRL reflection. My curatorial text connects personal experience

(depersonalization/derealization; mirror-based validation since childhood) with art-historical precedents, and showcases 13 Romanian artists' 3D self-portraits across physical and virtual contexts. The catalogue situates the exhibition within kinema ikon's four-season program (50 episodes, 2013–2022) at the Art Museum Arad.

REVIEWS

2023   Etaj 3: Datejuice & Marta Mattioli in dialogue Magazine ETAJ Bucharest, Romania revistatimpul.ro/revista-e-t-a-j-3-s-a-lansat-la-bookfest/ In this 2022 Meta Spațiu feature, I speak with fellow 3D artist Marta Mattioli about our friendship and shared vision for the future of 3D art. The interview explores how digital aesthetics and immersive technologies are reshaping artistic practice, while showcasing our works side by side. It positions us as part of a new wave of creators experimenting with XR, generative visuals, and hybrid physical-digital installations.

2023   CUTRA × Spam Website Spam-Index, 2023 Bucharest, Romania spam-index.com/projects/cutra-x-spam/ Contributed to a collaborative editorial project merging feminist theory and digital art practices. The publication features interviews, essays, and visual works addressing identity, technology, and post-internet aesthetics, situating contemporary art within critical gender discourse.

2022   Irina Bako: From Music to 3D Art Magazine Andreea Vasile / RedBull Bucharest, Romania www.redbull.com/ro-ro/irina-bako-de-la-muzica-la-arta-3-d The Red Bull article "Irina Bako: From Music to 3D Art" (2022) highlights my transition from a decade-long career in music - curating festivals, running labels, and producing Boiler Room events, to becoming a multidisciplinary digital artist. It covers how I embraced 3D art and immersive media, debuting works at major Romanian art festivals and

SECONDARY ART-RELATED ACTIVITIES

2024 - --   I drive creative innovation at SBAE.nl, where we craft high-end audiovisual experiences, exhibition environments, and artistic productions. On-going

exploring XR, generative visuals, and Unreal Engine projects. The piece emphasizes my evolution into creating speculative, tech-driven art experiences that merge sound, design, and digital fabrication.

2022   This Is Where I Post From Website Meta Spațiu Exhibition Page Timisoara, Romania www.metaspatiu.art/this-is-where-i-post-from/ This exhibition, curated and presented at Meta Spațiu in Timișoara (2022), explored the intersection of digital culture and physical space. My contribution focused on the aesthetics of online identity, memes, and generative AI tools like DALL-E 2, questioning how virtual behaviors and materiality shape contemporary art. The show positioned me as both artist and curator, bridging XR, social media narratives, and immersive installation.

2021   Irina Bako, 3D artist - 'Moving to Bucharest shocked me enormously' Website CURATORIALIST Bucharest, Romania www.curatorialist.ro/irina-bako-3d-artist-mutarea-in-bucuresti-m-a-socat-enorm/ In a November 2021 feature on Curatorialist, I discuss my transition to Bucharest and its profound impact on my creative work. I share how I pioneered immersive AR experiences, such as the "Sky Snake" projection for XR Month at the History Museum, explore my personal background (growing up in Transylvania, mental health struggles, multilingual upbringing), and reflect on how embracing 3D art and digital storytelling has shaped my evolving practice.

Chateau Oubli, 2025
Photo of multimedia installation
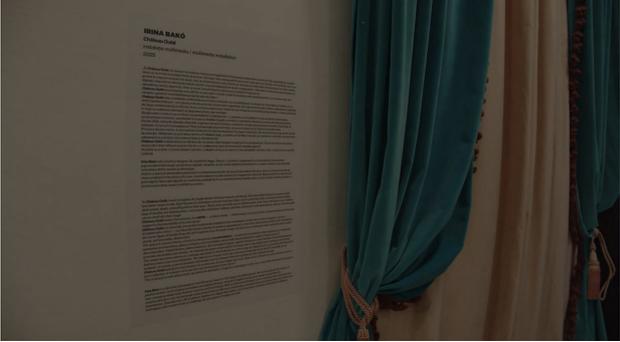
Chateau Oubli (Full Documentation), 2025
05:53

Chateau Oubli, 2025
Photo of multimedia installation (objects)

Chateau Oubli, 2025
Photo of multimedia installation (objects)

The AI Feels , 2025

Conch Potato , 2024
3D sculpt, resin print

Vulvae, 2024
3D sculpt, resin print

Unstruck Matches, 2023
3D, AI art

Girl With Pearl Necklace, 2023
3D art

, 2023
3D, AI art