

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

hyperbolae.studio

SOCIAL MEDIA

www.instagram.com/hyperbolae.studio/

www.linkedin.com/in/irinabako/

www.youtube.com/@datejuice

PLATFORM

Spam Index

OPLEIDINGEN

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

TENTOONSTELLINGEN

2025 Everything Passes Rezidenta Scena 9
Bucharest, Roemenië Totul trece
(Everything Passes) at Rezența9
explored fragility, transience, and vanity
as essential parts of the human
condition. Bringing together seven

PROJECTEN

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

	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=bjWHF8aZgva4IRV7 Groep		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, Nederland 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.
2025	Media Art Festival Arad - Parallax Errors Cinema Arta Arad, Roemenië Groep		
2024	Desktop Studies - The Wrong Biennale CAV Gallery Bucharest, Roemenië 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/ Groep	2023	Art / creative direction for Seamless Systems Den Haag, Nederland 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.
2024	Hedge School - Doolin Arts Festival Doolin Arts Doolin, Ierland Video display showcase & VJ performance at Doolin Arts Festival Groep		
2023	ready media network (RMN) Altex Stores (Countrywide) Bucharest; Constanța; Arad; Brașov , Roemenië 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/ Groep	2023	Art / creative direction for Seamless Systems Den Haag, Nederland 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	Hybrid Stations Atelierele Malmaison	2023	Art / creative direction for Seamless Systems Den Haag, Nederland 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

	Bucharest, Roemenië Group show (3D printed art objects) at VAGon, Atelierele Malmaison / VAGon Groep		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	Mai mult ca realul PARTER Gallery Cluj , Roemenië Group show at PARTER Gallery www.modernism.ro/2023/10/06/expozitie-mai-mult-ca-realul-galeria-parter-cluj-napoca/ Groep	2023	Art / creative direction for Seamless Systems Den Haag, Nederland 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	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/ Groep		Art / creative direction for Seamless Systems Den Haag, Nederland 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	Genesthai - Paris Art Basel Exhibition IHAM Gallery Paris, Frankrijk www.brawhaus.com/genesthai Groep	2023	Art / creative direction for Seamless Systems Den Haag, Nederland 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.
2022	This Is Where I Post From Meta Spatiu Timisoara , Roemenië 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	2020	Art Direction for Global Records Campaigns and Festivals Bucharest, Roemenië 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.
2022	SPOTLIGHT Festival Bucharest (XR) The National Art Museum of Romania Bucharest, Roemenië XR art show on sidewalk of The National Art Museum of Romania Groep	2019	Concept, creative direction and production work Various, Verenigd Koninkrijk 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.
2022	Media Art Festival Arad: Wunderkammer Arad Art Museum Arad, Roemenië mafa.ro/ctlg/MAFA9.pdf Groep	2017	UNTOLD Music Festival - Creative Lead,

2021	Kinema Ikon: Serial (Season 4, Episode 4) Arad Art Museum Arad, Roemenië I curated and presented "Digital Self-Portrait," 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. Groep	Brand Strategist Cluj-Napoca, Roemenië 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.
2021	XR Month (One Night Gallery) One Night Gallery Bucharest, Roemenië XR art show / One Night Gallery www.carrenoir.ro/work/xr-month Groep	
2021	Apocalipsa Elefantului Alb Comenduirea Garnizoanei Timisoara, Roemenië Groep	
	2017	Neversea Music Festival - Creative Lead, Brand Strategist Constanta, Roemenië 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, Roemenië 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 Roemenië
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.

OPDRACHTEN

2024 Papiloma Party - 3D printed vulvae sculptures Theatre Company Bucharest, Roemenië 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=MzRIODBiNWFIZAF
 Uitgevoerd

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
 Uitgevoerd

PUBLICATIES

2023 MAFA10 - Ready Media Catalogue (2023) Catalogus MAFA Călin Man and Ileana Selejan Arad, Roemenië
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) Catalogus Kinema Ikon Kinema Ikon Arad, Roemenië
kinema-ikon.net/pub/serial.pdf I curated and presented "Digital Self-Portrait," 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.

RECENSIES

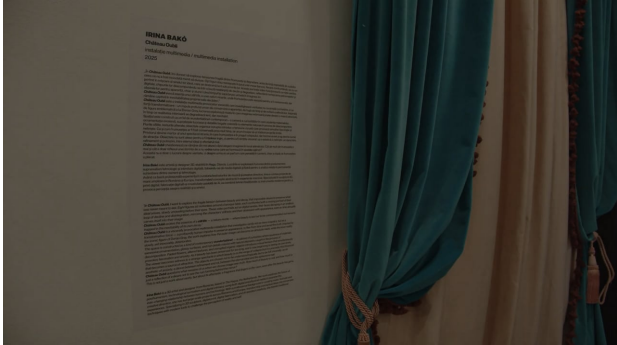
- 2023 Etaj 3: Datejuice & Marta Mattioli in dialogue Magazine ETAJ Bucharest, Roemenië revistatimpul.ro/revista-e-t-a-j-3-s-a-lansat-la-bookfest/ In this 2022 Meta Spațiu feature, I speak with fellow 3D artist Marta Mattioli about our friendship and shared vision for the future of 3D art. The interview 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, Roemenië 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, Roemenië 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

ARTISTIEKE NEVENACTIVITEITEN

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

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, Roemenië 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, Roemenië 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 Full - Irina Bako (1080p, h264), 2025
05:53



Chateau Oubli, 2025
Photo of multimedia installation



Chateau Oubli, 2025
Photo of multimedia installation (objects)



Chateau Oubli, 2025
Photo of multimedia installation (objects)



The AI Feels - MAFA 2025, 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