Shalala Salamzadeh
b. 1995, Baku, Azerbaijan

"My artistic practice reflects on the ephemeral nature of our perceptions and the stories we create and consume. I explore how digital artifacts, once static and defined, can morph into dynamic narratives that challenge our understanding of truth and authenticity. By employing methods such as databending and data manipulation, I disrupt traditional forms and structures, illuminating the often unseen distortions and complexities of our digital interactions and self-representations".

Shalala Salamzadeh's work examines cultural archetypes through the lens of digital evolution, where mythological narratives and traditional symbols transform within contemporary, data-driven contexts.

Her practice interrogates how digital processes, such as databending and generative art, reveal complex layers within these archetypes, challenging the viewer's perception of identity, culture, and reality.

By embracing data manipulation, she confronts viewers with the distortions inherent in digital self-representations, prompting them to question the facades we construct through technology. Each piece functions as a portal into the hidden dimensions of our digital existence, exposing the ways technology mediates and reframes our understanding of ourselves and the world around us.

Salamzadeh's methodology is rooted in continuous experimentation, a pursuit that reflects her commitment to exploring how generative art can serve as a medium for articulating new narratives. These evolving narratives draw deeply from the universal themes found in mythology and folklore, yet they are distinctly reimagined to resonate within a contemporary, digital framework. Her work unearths the irony and ambiguity embedded in cultural symbols as they adapt to the digital age, recontextualizing timeless motifs within the transient language of technology.

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In the work *Structure* (2023), Salamzadeh merges the traditional Azerbaijani craft of Gurama - a meticulous patchwork embroidery - with the digital precision of pixel art. This piece invites viewers into an interactive augmented reality experience, where modular fragments reveal hidden layers of memory and cultural heritage, bridging tradition and technology in an exploration of continuity and transformation. In NON-FIGURATIVE *Vol. 2* (2023), she reimagines feminine identity through AI, combining Eastern motifs with machine intelligence. Here, traditional symbols evolve into abstract forms, reflecting the fluidity of feminine creativity. Through this synthesis, Salamzadeh captures an interplay between ancient narratives and digital innovation, honoring the enduring role of women as bearers of cultural knowledge in an era of technological collaboration.

EDUCATION

2014 - 2016   BA degree at Design Department of Western University in Baku

EXHIBITIONS

2024   "Unobservable dreams" / YARAT, Baku, Azerbaijan

2024   "One-Off Moving Image Fest" / 60Secs Festival, Fotografisk Center Copenhagen, Denmark

2023   "Culture and Creative Industries Expo" / Heydar Aliyev Center, Baku, Azerbaijan

2023   "One-Off Moving Image Fest" / 60Secs Festival, The Wrong Biennale

2023   "Chromatic Reveries" / Gazelli Art House, Baku, Azerbaijan

2022   "Group Exhibition" / Gazelli Art House, Baku, Azerbaijan

2022   "The assembly of friendship" / Dresden, Germany

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2022   "One-Off Moving Image Fest" / 60Secs Festival, Seoul, Korea

2021   "One-Off Moving Image Fest" / 60Secs Festival, Copenhagen, Denmark

2021   CyberHouri pavilion, The Wrong Biennale

2021   "La Musée: Discourse on Happiness" / Novembre Numérique Festival, Ta(r)dino 6

2021   "Glitch: Pixel Aesthetic" / Pejman Foundation: Kandovan, Tehran, Iran

2020   "Emerging Voices: Stories from Isolation" / Sapar Contemporary, New York, USA

2020   Contemporary & Digital Art Fair-Curated by Ta(r)dino 6 for .ART

2019   "Underneath the web, there's a beach!" / NEoN Festival, Dundee, Scotland

2019   "This is not a map" / The Wrong Biennale

2019   "Perfect users" / The Wrong Biennale

2019   "Child of Magohalmi and echoes of creation" / YARAT, Baku, Azerbaijan

2019   "Experience. Thoughts. Conclusion." / ARTIM, Baku, Azerbaijan

2018   "Appearances" / ARTIM, Baku, Azerbaijan

2017   "Rebirth.exe." / ARTIM, Baku, Azerbaijan