

UNITY

IN

EXHIBITION

**Friday, 26th July, 2024**

Ejaz Art Gallery, Lahore

5:00 - 8:00pm



FLUX: 0

The Ones & The Zeros

Curated by: Aarish Sardar

# CURATOR'S NOTE

Embark on a contemplative journey into the depths of human experience at “**Unity in Flux: The Ones & The Zeros**,” which is a profound metaphor for transformation and interconnectedness. Our lives evolve through experiences that shape our understanding of the world. This exhibition delves into globalisation and cultural exchange themes by embracing AI, VR, AR, and multimedia / multidimensional practices. It invites introspection on how simple elements symbolise unity amidst diversity and reflect

universal human experiences beyond cultural boundaries. Curated to highlight the intersections of art, design, code, HCI, bioscience, and telematics, the exhibition showcases artists who ingeniously blend these disciplines. Diverse experiences offer immersive journeys through diverse cultural landscapes, adapting narratives to illuminate global perspectives. Interactive projections and multimodal installations dissolve physical and digital boundaries, crafting personalised narratives that resonate with our interconnected world.

The multimedia installations, designed to deeply engage the

senses, encourage contemplation of the complexities within simplicity and the fusion of art with science. As an audience, your active involvement with these interactive elements is key to the experience. This humble exhibition invites you to explore the metaphorical dimensions of art and technology, inspiring a sense of connection and celebrating the human spirit and the future we are all ready to conceive and delve into.

**Aarish Sardar**

aarish.sardar@gmail.com  
@aarish\_sardar

SAVE THE DATES

**THE SHOW  
CONTINUES TILL  
1ST AUGUST,  
2024**

**11:00 AM - 8:00 PM DAILY  
SUNDAYS OFF**

**ASSISTANT CURATOR: ABBAS MURAD**

79-B/1, off M.M. Alam Road, Gulberg III, Lahore, Pakistan.

Cell: +92 300 8447748, Ph: 042-35718038, 35762784

info@ejazartgallery.com | www.ejazartgallery.com

facebook / instagram / X (twitter) @ejazartgalleries



PARTICIPATING ARTISTS 1/2

Abbas Murad

Aiman Gillani

Ali Raza

Aman Asif

Ammar Faiz

Anil Waghela

Anton Sahler

Aroosa Naz Rana

Hasaan Saqib

Megan Smith & Gao Yujie

Nicholas Felton



PARTICIPATING ARTISTS **2/2**

Osama Khan

Rinoshan Susiman

Rohma Khan &

[www.artversation.com](http://www.artversation.com)

Rushda Aarish

Sadaf Noori Malik

Sousan Qadeer

Stefano Fake & The Fake Factory

Wajeeha Batool

Wassay Q

Zainab Saghir Barlas



# ABBAS MURAD

@robotmurad



## BIO

Abbas Murad is a Design Technologist, Audio engineer and educator based in Lahore, Pakistan. Pioneering in new media arts, his practice revolves around the fusion of art and technology, leaving the viewer questioning the fabric between the virtual and the real. He graduated in Visual Communication Design from the Mariam Dawood School of Visual Arts & Design, Beaconhouse National University. Abbas had decided to return to his alma mater as an educator to further question his newly found relationship with the ever-evolving world of tech with the generation of now.

## CONCEPT

This series of prints continues the artist's exploration of the soul's relationship with the physical form through 0 & 1. By using these digital symbols, the artist delves into the profound connections between our spiritual and physical selves. The work invites contemplation on how technology can represent deeper truths, reflecting the intricate interplay between our digital and human experiences. Through this series, viewers are encouraged to ponder the essence of existence in a digital age.

## CAPTION

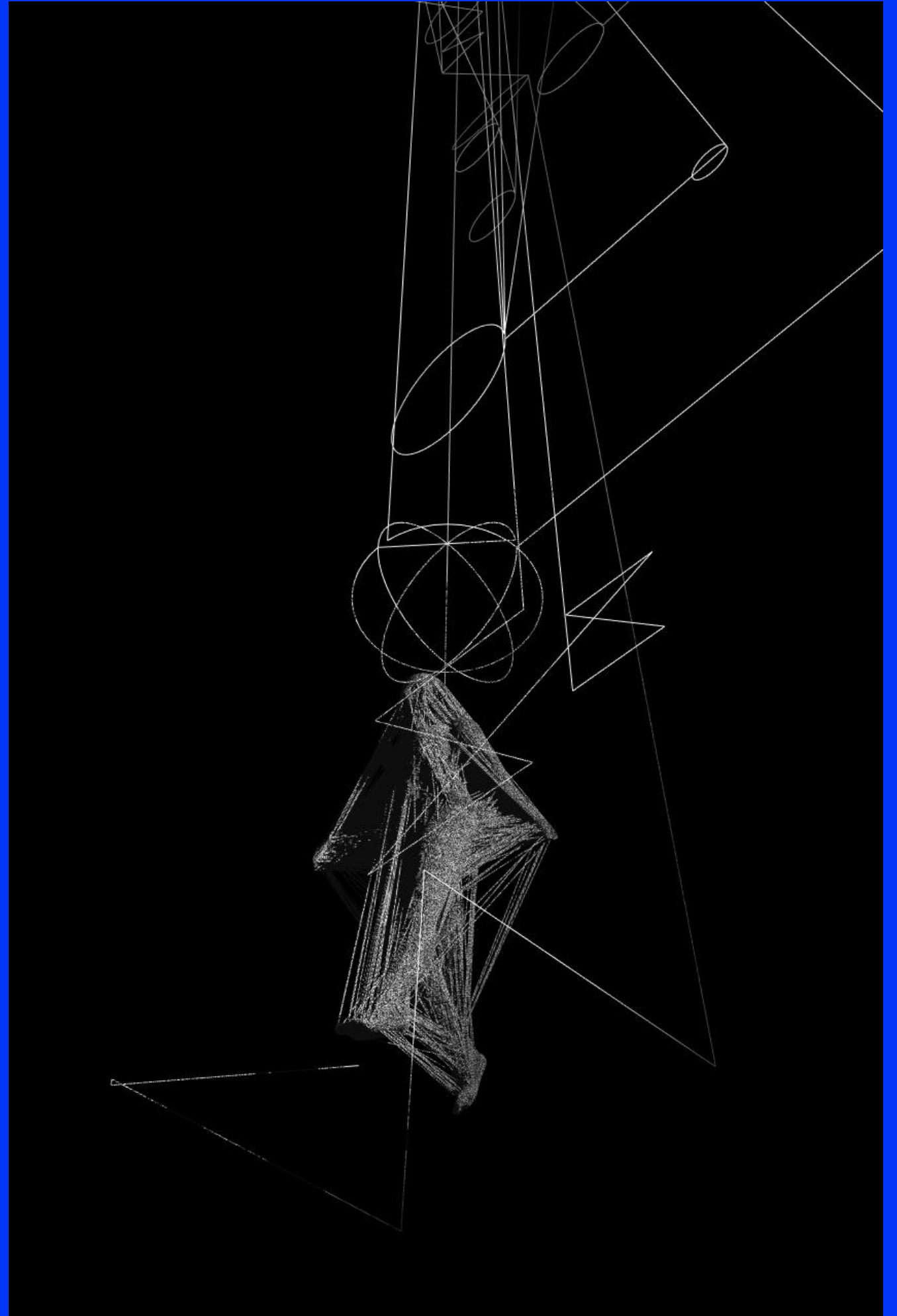
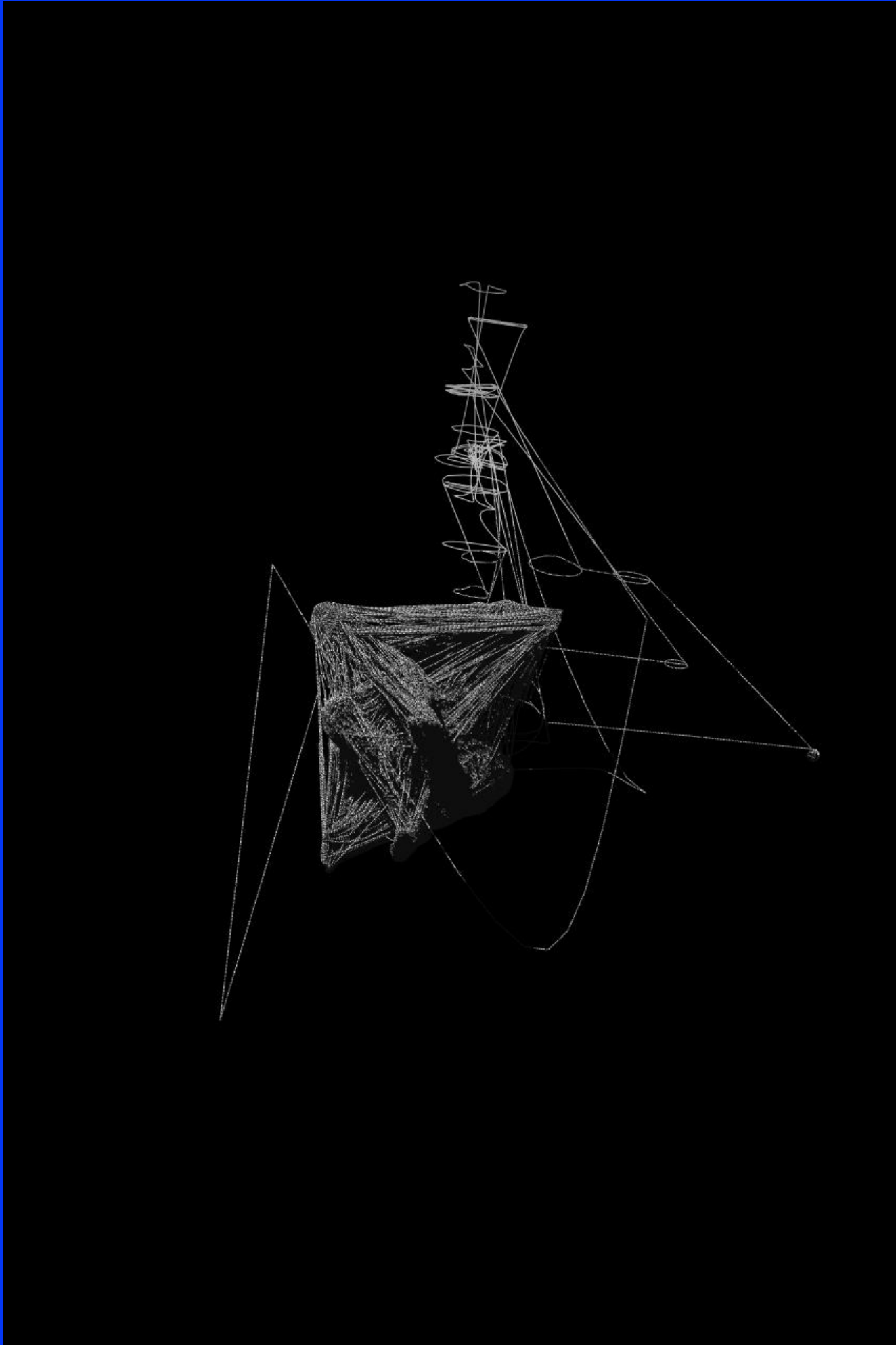
Title: DY-S-0 & DY-S-1

Medium: Digital Prints on Paper

Dimensions: W8" x H11.5" (Dptych)

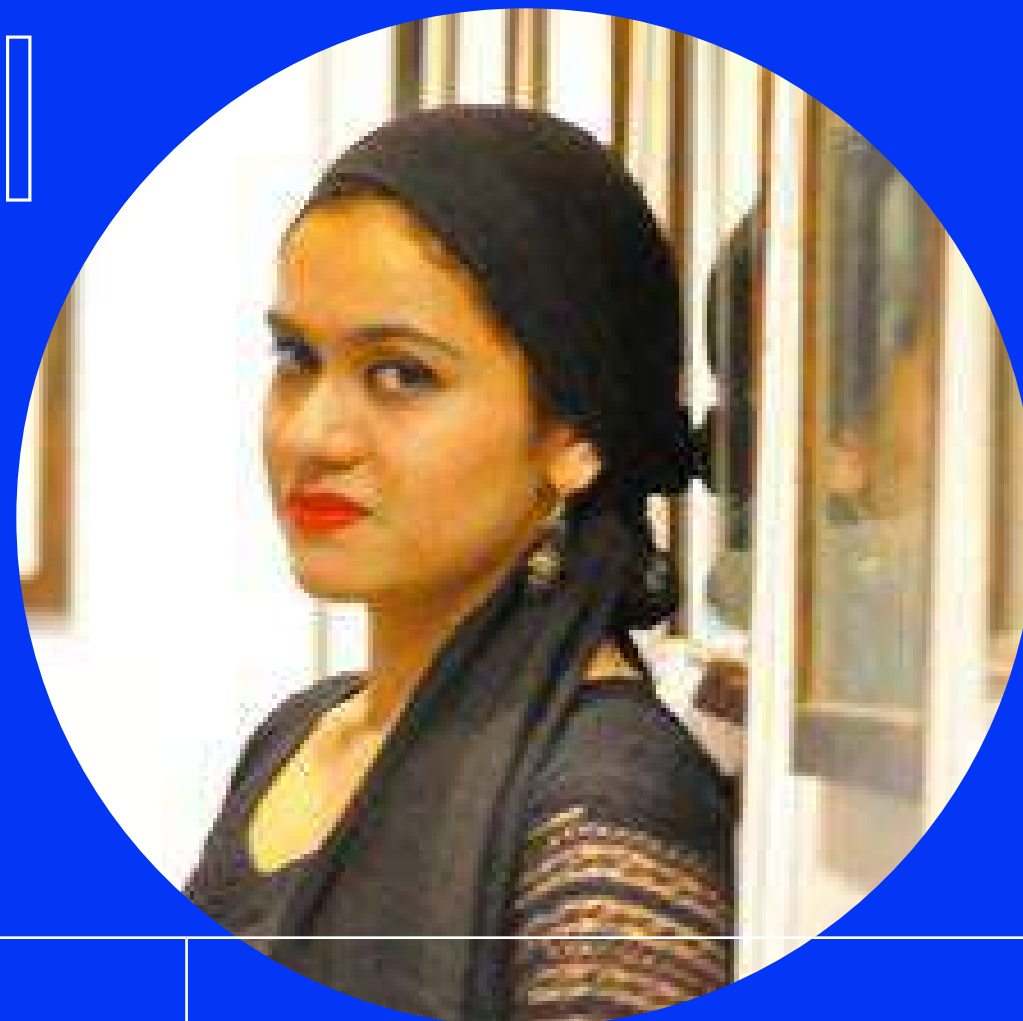
Edition of 10 + 1AP

# DY-S-0 & DY-S-1



# AIMAN GILLANI

@aiman.gillani



## BIO

Aiman Gillani is a Lahore-based Fibre Artist and lecturer at Beaconhouse National University. Her work has been showcased internationally at Sharjah Biennale, Focal Point, and UNESCO's Capacity Building workshop. She has exhibited at Lahore Museum, Ambiance Dubai, and was nominated for the Jameel Art Prize 6. Winner of the ADA AWARDS 2022-23, Gillani's interdisciplinary practice explores pattern, spatiality, and codable weaves. She has also exhibited with Anant Art Gallery at Bikaner House in New Delhi. Recently worked in Design Summit 01 as an assistant curator for Simultaneity as Design Pakistan & Beyond in collaboration with RISD & PWCLA.

## CONCEPT

This piece explores the Interwoven narrative's and the spatial quality of weaving, juxtaposing historical and contemporary threads to represent the complex variables that shape our society. This piece was inspired by War Rugs (woven in 1979-89 the Afghan Soviet War) that employs traditional weaving techniques to create a visual representation of our collective story, investigating the potential of metalanguage in weaving. By highlighting the contributions of women artisans, historically overlooked despite their meticulous attention to detail, this work showcases the beauty of traditional craftsmanship while encouraging viewers to reflect on the intricate digital tapestry of our cultural heritage.

## CAPTION

Title: Women are the overseen viewer

Medium: Video on Loop and Digital Print on Tracing Paper

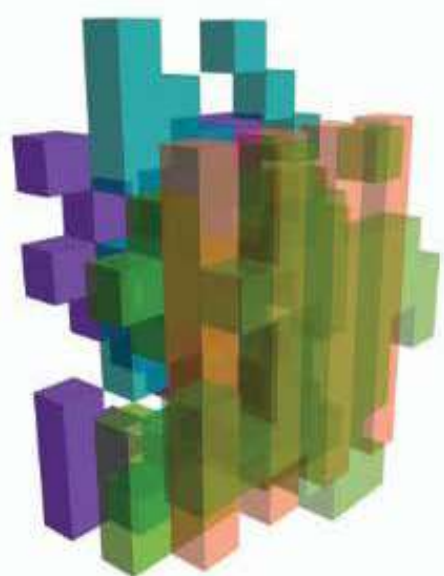
Video Duration: 00:02:30

Dimensions: W40" x H24" (Diptych)

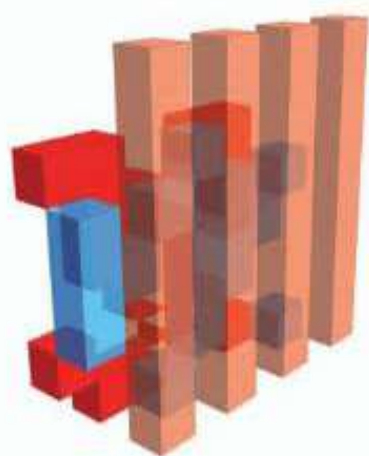
Year: 2018



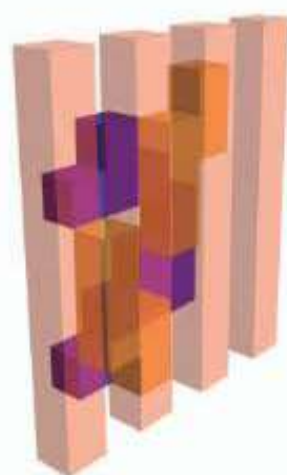
# WOMEN ARE THE OVERSEEN VIEWER



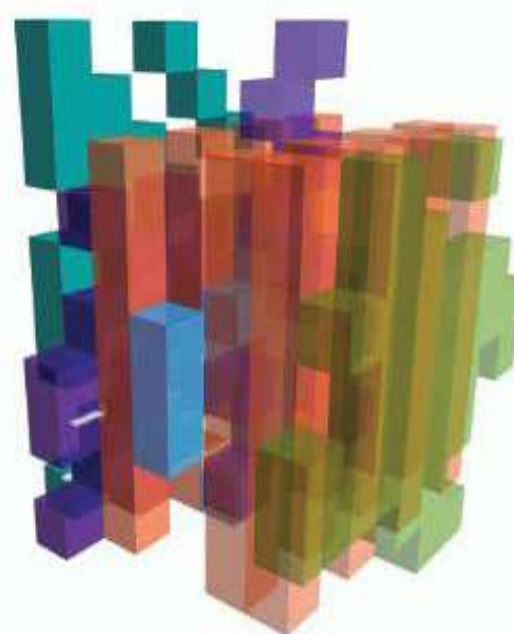
WOMEN



ARE



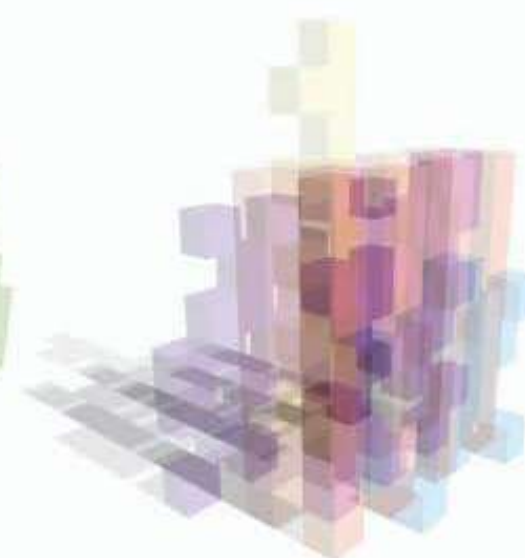
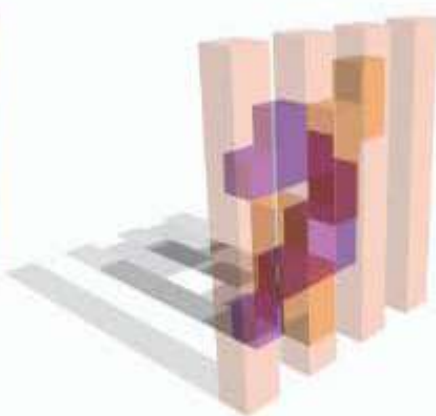
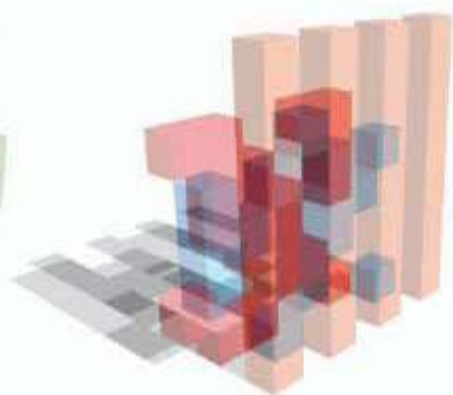
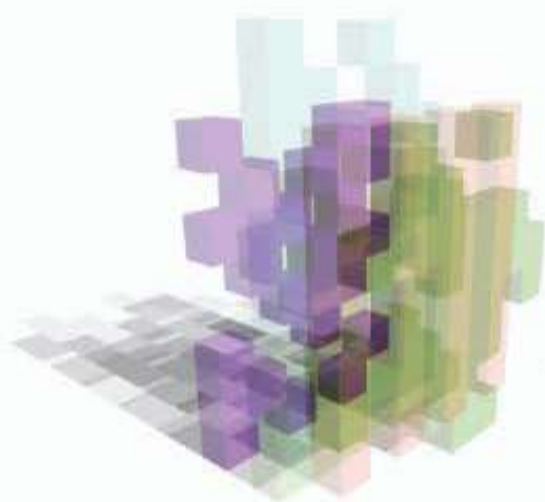
THE



OVERSEEN



VIEWER



WOMEN ARE THE OVERSEEN VIEWER  
VIDEO (3D ANIMATION)  
2:30 MINUTES  
2018

# ALI RAZA

@aliraza\_artist



## BIO

Ali Raza received a BFA from the National College of Arts, Lahore (1992) and an MFA from the University of Minnesota, Minneapolis (2001). He was part of several international exhibitions: "Printmakers of Pakistan 1947-1997," Bradford Museum, Bradford 1997; "Pakistan: Another Vision," Brunei Gallery, London 2000; "Painting Over the Lines: Five Contemporary Artists from Pakistan," Indo Center of Art and Culture, New York 2002; "Desperately Seeking Paradise," Art Dubai 2008; "Hanging Fire: Contemporary Art From Pakistan," Asia Society, New York 2009; "Resemble! Reassemble," Devi Foundation, Delhi 2010, and "Art for Education - Contemporary Art from Pakistan," Palazzo Serbelloni, Milan 2018. Ali has taught at several universities in Pakistan and the USA. Currently, he is a Professor in Media Studies, Art and Design at the Lahore School of Economics.

## CONCEPT

In the binary system used in mathematics and digital computing, "1" means a value or true, and "0" implies none or false. The "Intrinsic Code I" questions the illusion of self, exploring connections between the evolution of intrinsic digital language, the age of selfies, and social media as a platform of self-promotion, alluding to the Greek philosophy of narcissism.

## CAPTION

Title: Intrinsic Code I

Medium: 36" x 36"

Dimensions: UV print on mirror

Year: 2024

# INTRINSIC CODE I



# AMAN ASIF

@amanlone



## BIO

Aman Asif is an interdisciplinary designer and researcher focusing on sustainable design practices that benefit socio-ecological systems. She received her Bachelor's degree in Visual Communication Design from Beaconhouse National University and her MA in Creative Sustainability from Aalto University in Finland. Aman is pursuing her PhD studies at the Estonian Academy of Arts, where her research focuses on rethinking our relationship with microbes and how we can co-live with them in climate change. Her microbial interests primarily include marine microbes, such as microalgae and cyanobacteria and the changing impact on the health of the Baltic Sea.

## CONCEPT

The work showcases a segment of Aman Asif's research, done in collaboration with Dr. Valentina Guccini, primarily focusing on the early material development tests. These images feature samples of living biomaterials capable of conducting photosynthesis. As the microscopic algae begin to inhabit and grow within the biomaterial matrix, they bring life to it. The algae entwined with the nanofibers become living materials that can capture carbon and produce oxygen. These materials evolve, telling a temporal story shaped by the care they receive.

## CAPTION

Title: Carbon Capturing Living Materials

Medium: Cellulose and Cyanobacteria

Dimensions: W36" x H24"

Year: 2020

# CARBON CAPTURING LIVING MATERIALS



# AMMAR FAIZ

@ammaraiazzzz



## BIO

Ammar Faiz, a visual artist from Lahore, Pakistan, experiments with various mediums, including film, audio documentation, drawings, installations and collages. He explores anthropological themes in cultural settings at the borders of urbanisation and rural tradition. Ammar's work has been exhibited nationally and internationally, including New Wight Biennial UCLA, Los Angeles, US, The Image Show in Tanzania, traveling exhibition 'Make Being Radical' tour show in the Netherlands and AMP Gallery London, UK. His films have been screened at the Reykjavík International Film Festival (2017), Reykjavík, Iceland, and the Salair International Independent FILM Festival (2016), Russia.

## CONCEPT

The work explores the disparities in nature between metaphysical space and our lived environment. It also expounds on the concept of the transcendental nature of data storage as opposed to a real space that we experience, both being in the state of occupation by humankind. It implores the viewers to reflect on their perceptions of the real and imaginary, the lived and experienced, the existing and non-existing.

## CAPTION

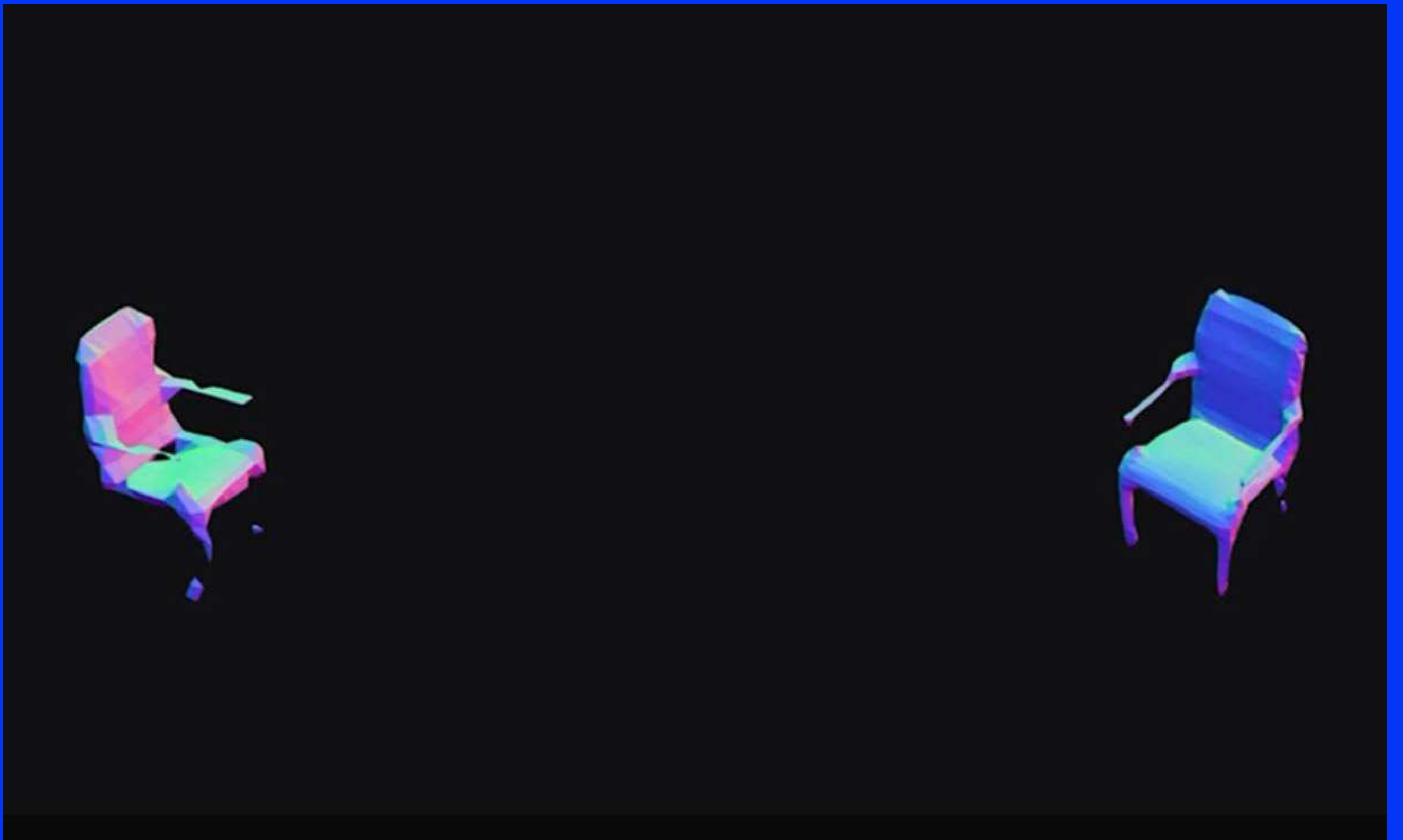
Title: AKA Real

Medium: Single Channel Video on Loop

Duration: 00:00:40

Year: 2024

AKA REAL



# ANIL WAGHELA

@anilwaghela.studio



## BIO

Anil Waghela was born in 1991 in Mir Pur Bathoro, Sindh. He currently lives and works as a visual artist and an art educator in Lahore. Waghela completed his BFA at the National College of Arts Lahore in 2014 and his MA ADS at Beaconhouse National University Lahore in 2022. His current practice involves dissecting paintings and prints from colonial India, where he collects fragments from colonial histories to question what was imagined by historians rather than absolute.

## CONCEPT

History has always been told from someone's perspective and the narrative. No single object from history speaks for itself; a narrator always assembles the contextual information around that object to be seen with their lens. The narrator becomes the authority who creates a montage. I am revisiting these artworks and questioning these historical paintings and prints: Are these accurate or fictitious representations of India during colonial times?

## CAPTION

Title: Imaginative Geography within Topographical Prints of Colonial India

Medium: Video-Animation on Loop

Duration: 00:15:14

Dimensions: variable

Year: 2022



# IMAGINATIVE GEOGRAPHY WITHIN TOPOGRAPHICAL PRINTS OF COLONIAL INDIA



# ANTON SAHLER

@faces\_of\_places



## BIO

Anton Sahler (born 1984) is a German artist, photographer, and filmmaker with Polish roots, also known for his climate activism with Koala Kollektiv. Born in Frankfurt, he graduated in architecture from the University of Applied Sciences. He later continued with his master's at the Technical University of Darmstadt, including two exchange semesters at the Polytechnic University of Warsaw. After many years as an exhibition designer, 3D artist, and photographer, Sahler discovered projection mapping in 2018. Since then, he has been creating interactive light and sound installations.

## CONCEPT

His latest works, combining slow-motion projections and time-lapse photography, were developed during a three-month journey through the Balkan countries in a caravan with his family.

## CAPTION

Location: Kamnolom Pleše pri Škofljici / Slovenia

Location: Kisha e Shën Pjetrit / Montenegro

Location: Valley of Heroes / Tjentište / Bosnia

Location: Meteora, Greece

Medium: Multimedia Art – Video on Loop

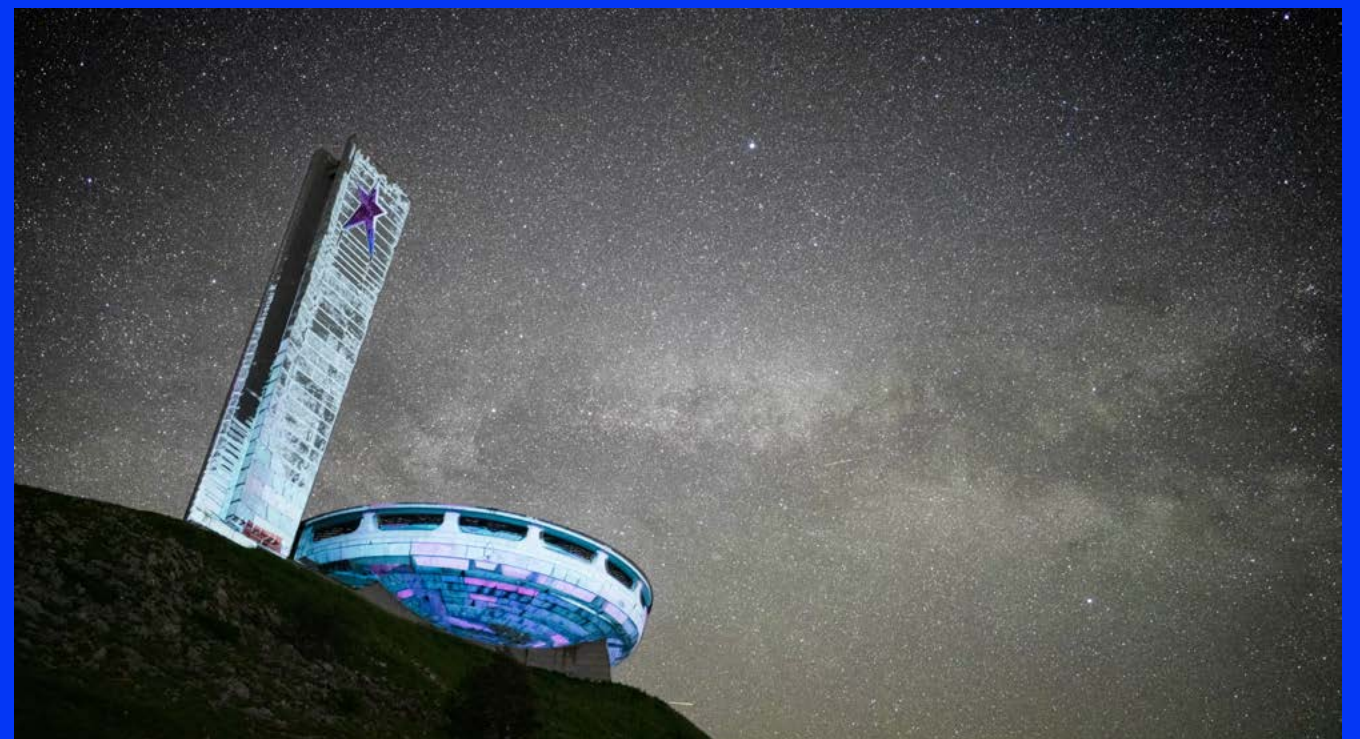
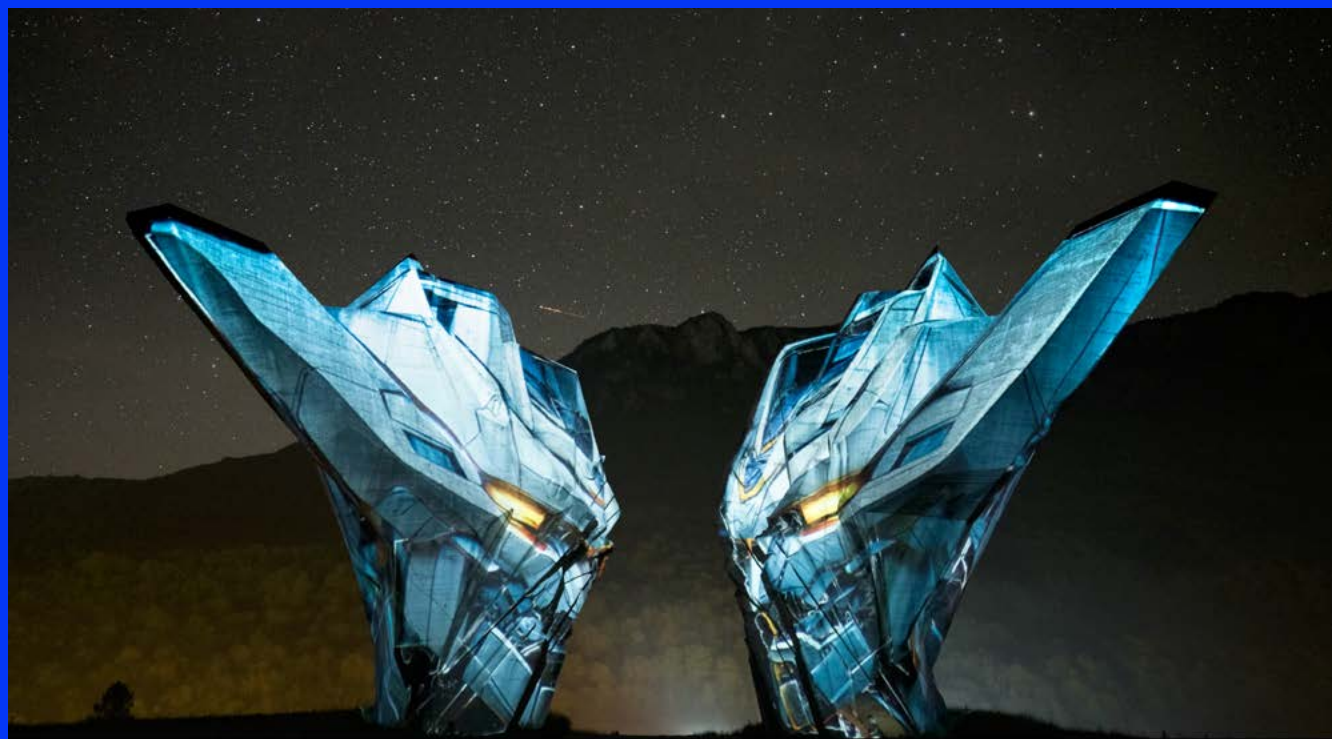
Duration: Variable

Dimensions: Variable

Year: 2024

Thanks for Lahore Digital Arts Festival (LDF) to introduce Anton's work.

BUSLUDSCHA-DENKMAL  
+ KISHA-E-SHEN-PJETRIT-  
KIRCHEN + SPOMENIK-  
VALLEY-OF-HEROES +  
PETROVA-GORA-MEMORIAL



# AROOSA NAZ RANA

@aaroosarana



## BIO

Aroosa Naz Rana is a renowned artist who has exhibited her work in numerous national and international venues, including prestigious museums and public spaces. Aroosa's work has been showcased in notable exhibitions, including the 7 Mediations Biennale in Poland, the Museum Capitolare di Arti in Italy, the Colombo Art Biennale, the Dhaka Art Summit, and Celebration Square in Canada. These exhibitions, among others, demonstrate the international recognition and the diverse artistic practice of Aroosa Naz Rana. Aroosa's practice challenges the traditional definition of art, exploring its poetics, functionality, and relationship with the viewer. She works primarily in digital media and video, focusing on 'Inter-visibility'. Based in Lahore, Pakistan, Aroosa is an Associate professor at Beaconhouse National University's Visual Arts Department.

## CONCEPT

History shapes ideas, and creations reflect their era, influenced by technology and media. Technological advancements challenge traditional thought patterns, creating new modes of creativity. Once clear-cut, fact and fiction blur in contemporary life and art, with simulated experiences inducing detachment. My work, "Split," addresses this by dividing the film "Inception" into two synchronised strands, exploring reality through multiple interfaces that mediate physical presence and representation. As these elements entwine, distinguishing the subject from the spectator becomes challenging. Through layered images, I invite viewers to re-examine their perception of reality and their relationship with the world.

## CAPTION

Title: Split

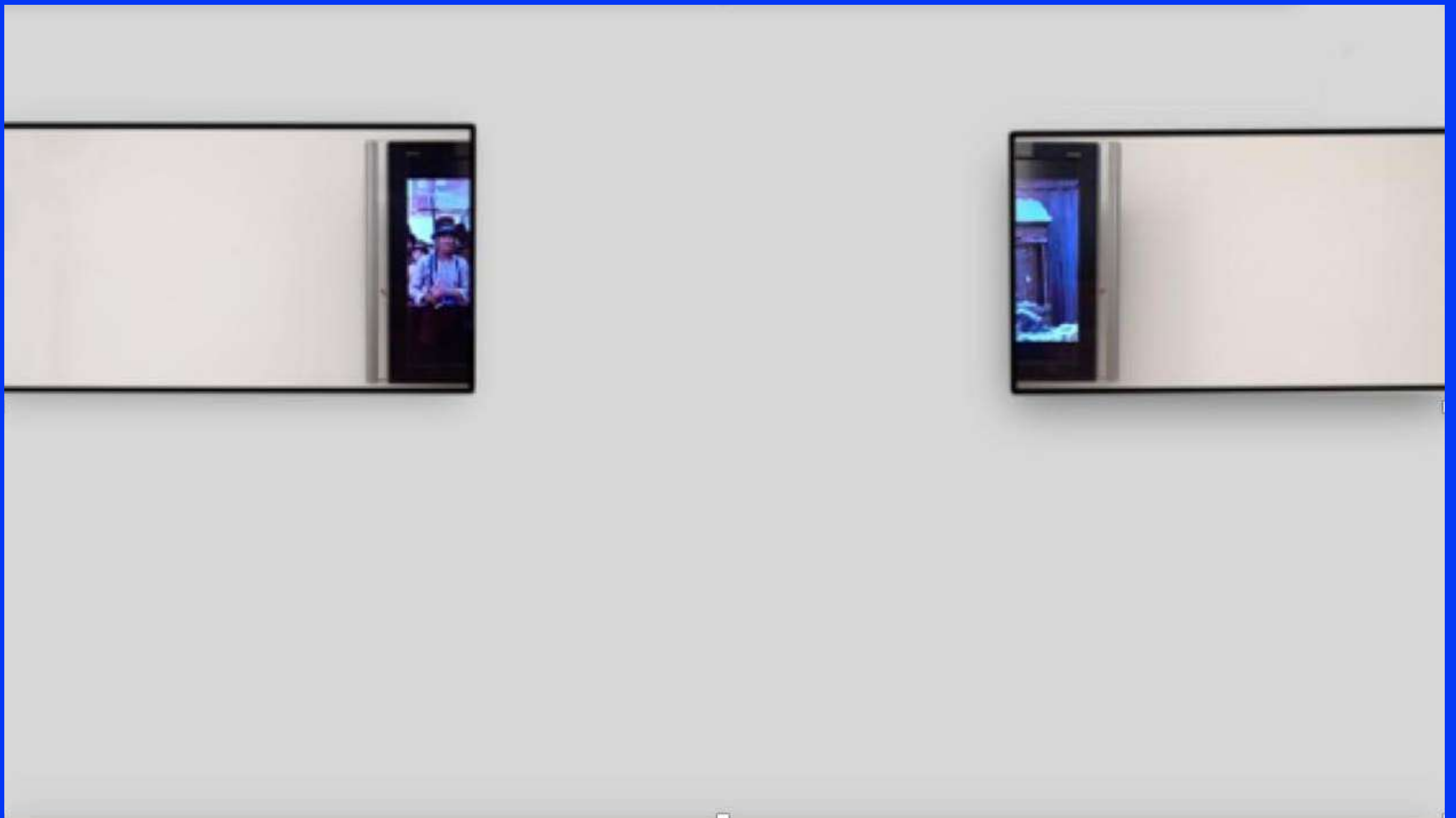
Medium: Double-channel video

Duration: 120 mins on loop

Edition of 5 + 1AP

Year: 2019

# SPLIT



# HASAAAN SAQIB

@hasaandesigns



## BIO

Hasaan Saqib, a multidisciplinary designer hailing from Lahore, Pakistan, earned his Bachelor's degree in Visual Communication Design from Beaconhouse National University in 2024. Renowned for his ability to craft visually captivating narratives and immersive 3D experiences, Hasaan has an impressive portfolio that spans 3D animation and game design, showcasing his diverse skill set and creative passion.

## CONCEPT

This recent work focuses on creating an authentic and imaginative visualisation of outer space. It envisions a future where Pakistan has its dedicated space station. From this station, people can embark on virtual journeys to the cosmos, such as a Black Hole and a Nebula. The project offers an immersive experience that captivates viewers and educates them about the vastness of the universe beyond our small planet. Inspired by NASA's cosmic visuals, the project features realistic depictions of outer space grounded in scientifically accurate information.

## CAPTION

Title: Space Odyssey Pakistan

Medium: Virtual Reality Immersive Experience

Dimensions: Variable

Year: 2024

# SPACE ODYSSEY PAKISTAN



# MEGAN SMITH & YUJIE GAO

@cawsand

@gaoyujie.me



## BIO MS + YG

Dr. Megan Smith holds a PhD in Contemporary Art & Graphic Design from Leeds Beckett University, and is currently an Associate Professor in the Faculty of Creative & Critical Studies at the University of British Columbia, Okanagan Campus. As a new media artist, Smith aims to bridge physical computing within virtual and augmented reality environments. Her art practice probes new systems for delivering syndicated data through narrative structure and she often works with geo-location, live-feed installation, and performance as methods for storytelling.

Dr. Gao Yujie holds a PhD in Interdisciplinary Studies in Digital Arts and Humanities from the University of British Columbia, Okanagan Campus where she is a Sessional Lecturer in Creative and Media Studies. Her work explores the elasticity of experiential time and examines how performative computational art can be used for inhabiting a multiplicity of times and how we can hold space together while we have an individualized temporal perception.

## CONCEPT

All the Stars We Cannot See is an immersive installation that situates participants within a virtual sky activated by 25,500+ satellites orbiting Earth. Megan Smith & Gao Yujie are working to render visible the global impact of satellite density. This artwork builds a space for discussion on the impact of Space colonization, and brings awareness to growing mechanisms of surveillance and the political and economical driving forces for occupying Space. "All The Stars We Cannot See" opened to the public in April 2022 at the Visualization & Emerging Media Studio at UBC Okanagan and has been presented at EVA London 2021, and Technarte Bilbao 2022. It won an Honorary Mention at Ars Electronica in 2022, was exhibited at Kelowna Art Gallery (October 2023 - March 2024), and York University (Fall 2024).

## CAPTION

Title: All the Stars' We Cannot See

Medium: Immersive Installation, Data Visualization

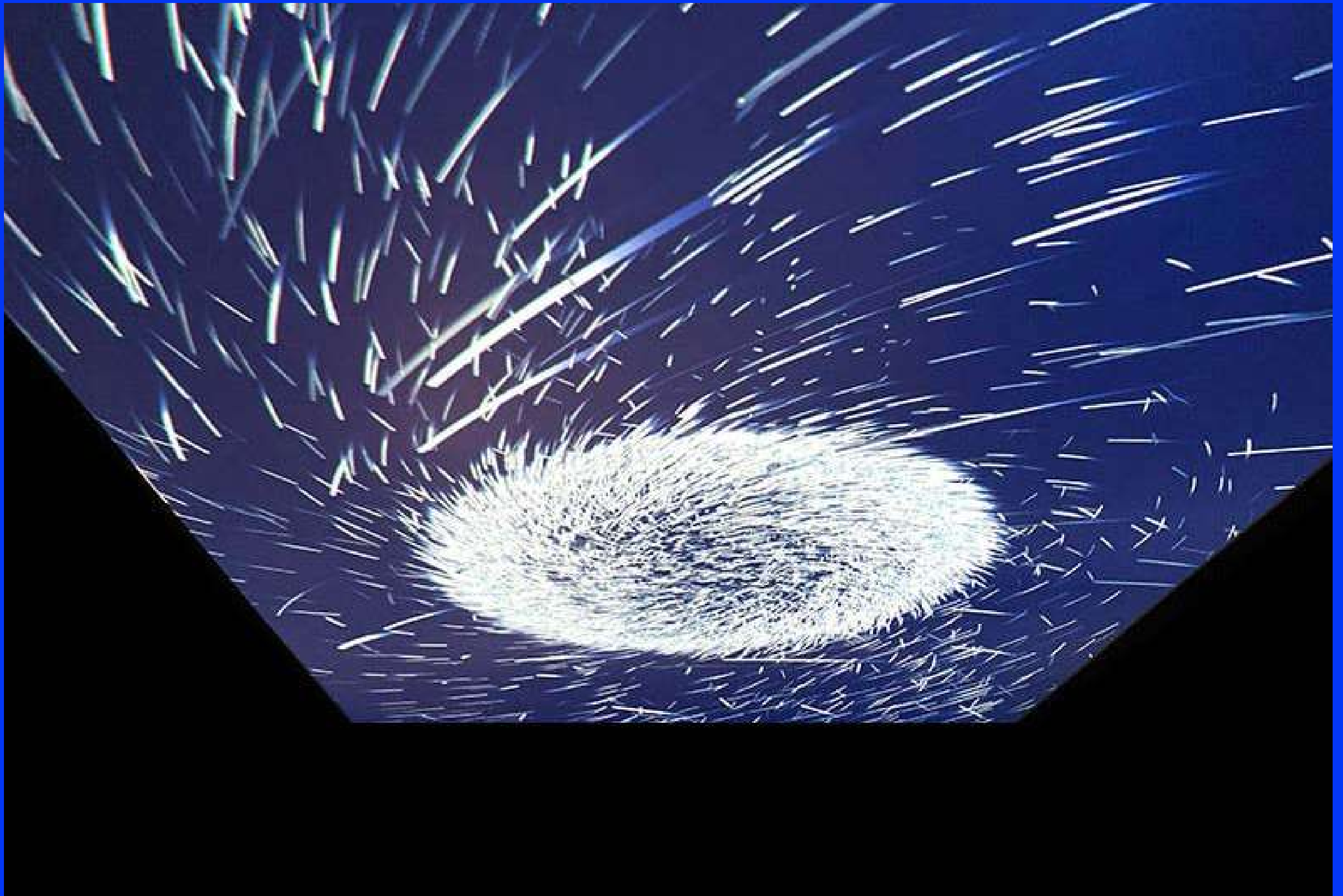
Dimensions: Ratio 16:9

Year: 2022

Database design: Aristotle Roufanis  
Sound design: Da Xu  
Funded by: Canada Foundation for Innovation, Killam Trusts Fellowship, University of British Columbia and presented in Lahore with in-kind support of Lahore Digital Arts Festival.



# ALL THE STARS' WE CANNOT SEE



# NICHOLAS FELTON

@feltron



## BIO

Nicholas Felton is a designer, entrepreneur, and artist who focuses on translating quotidian data into meaningful objects and experiences. He is the author of numerous personal annual reports that condense the events of a year into a tapestry of maps, graphs and statistics. He was one of the lead designers of Facebook's timeline and co-created both Reporter for iPhone and Daytum.com. He has been profiled by The Wall Street Journal and the New York Times, and his work is a part of the permanent collection at MoMA.

## CONCEPT

The Elemental Project is an ongoing effort to depict each of the 118 known elements in 3d. Using the constraints of the period table requires learning new techniques; depicting gases, liquids and solids while focusing on the small qualities that differentiate one element from another.

## CAPTION

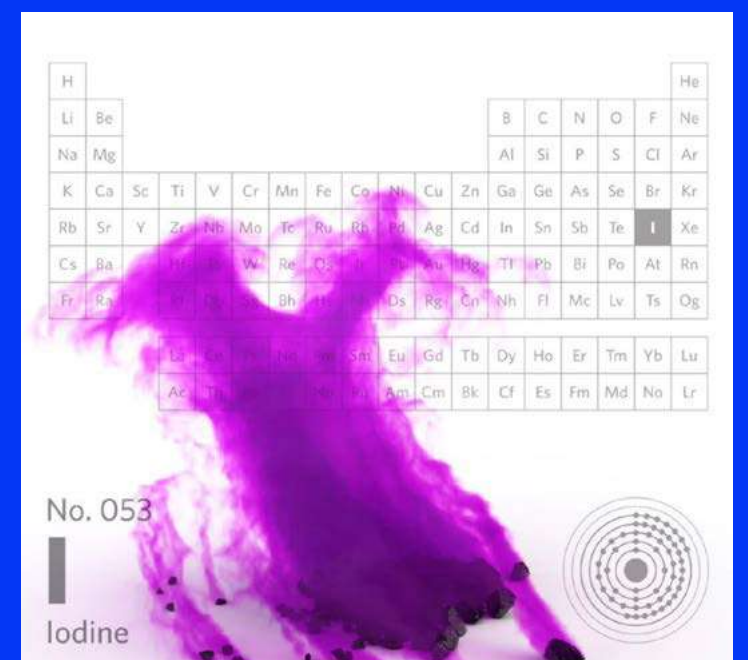
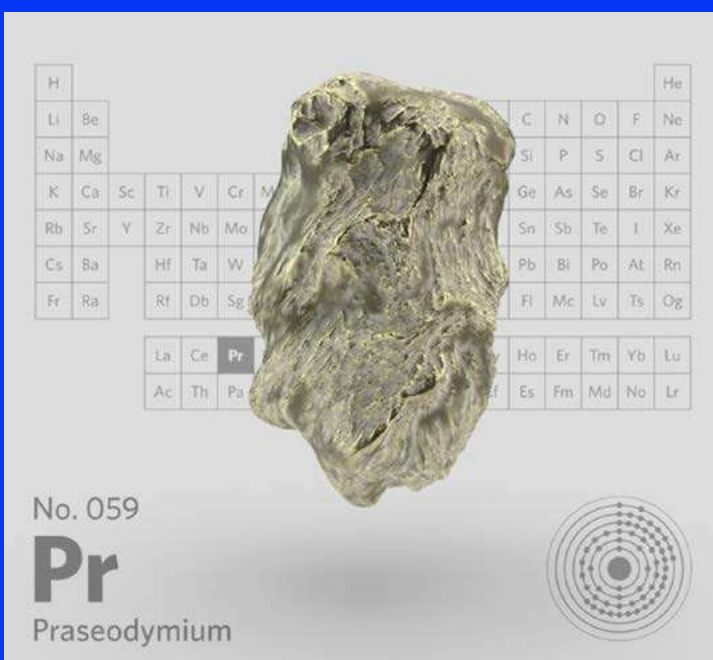
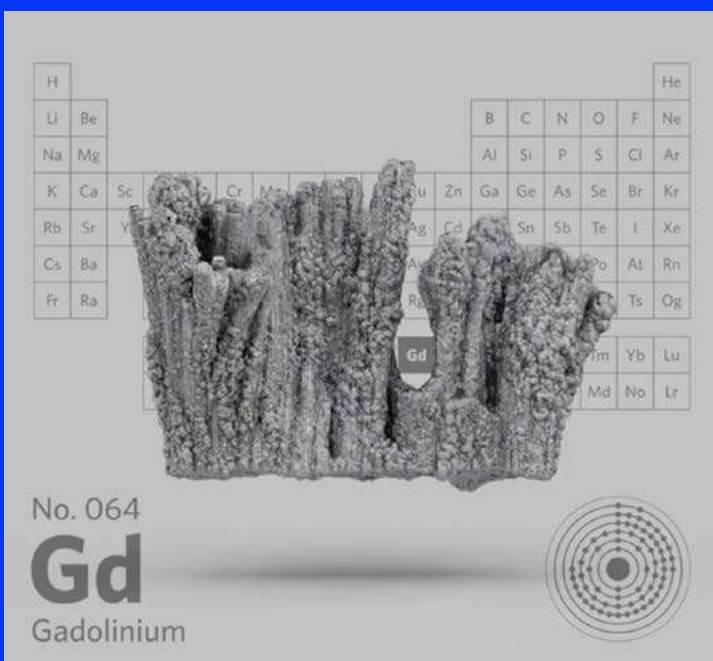
Title: Elemental

Medium: Turn Table Animations

Dimensions: Variable

Year: 2024

# ELEMENTAL



# OSAMA KHAN

@Ostaky



## BIO

Osama Khan is a multi-disciplinary artist who is enthusiastic about art and design. He creates stories through Installations, sculptures, and murals. He enjoys planning and creatively finding possible art solutions for space and set design that could esthetically communicate the design concept. Apart from creating stories, He enjoys writing and playing music.

## CONCEPT

For Osama Khan, the use of AI photo manipulation and Illustrator is not just a tool, it's a meditative process. It's a way for him to give life to his overactive imagination, and in doing so, he relinquishes an element of control, allowing his art to take on a life of its own. "The Downfall of the Heroes" is a digital painting inspired by Leonardo da Vinci's "The Last Supper." Set in a dark dungeon, it portrays six beloved Hollywood characters in a parallel universe where the criminal underworld leads to their downfall. This sad scene captures the end of their heroic journey, highlighting the fragility of their once-revered status.

## CAPTION

Title: The Downfall of the Heroes

Medium: Digital Print on Paper

Dimensions: W60" x H36"

Year: 2023

# THE DOWNFALL OF THE HEROES



# RINOSHAN

# SUSIMAN

@susiman\_rinoshan



## BIO

With a rich international experience, Rinoshan Susiman (born 1993) is an Interdisciplinary artist from Batticaloa Sri Lanka. He holds a BFA from the University of Jaffna, Sri Lanka, and an MFA from Beaconhouse National University, Lahore, Pakistan, in art and design. His participation in several national and international workshops and residences, along with exhibitions in Sri Lanka, India, and Pakistan, reflects his global perspective and engagement with diverse art communities.

## CONCEPT

My artwork reflects my journey from Pankudaveli, Sri Lanka, through displacement, refuge in the church, seminary life, and returning to a changed society. Growing up in a spiritual setting shaped my desire to become a priest. However, upon returning, I felt disconnected from a society transformed by conflict. My art explores the connection between physical and emotional landscapes, capturing my experiences of displacement, reflection, and search for understanding. The daily transformation of my sleeping blanket symbolizes the unresolved issues and hidden stories of my community.

## CAPTION

Title: Undefined Landscape

Medium: Digital Print on Vinyl (Diptych)

Dimensions: W36" x H36"

Year: 2024

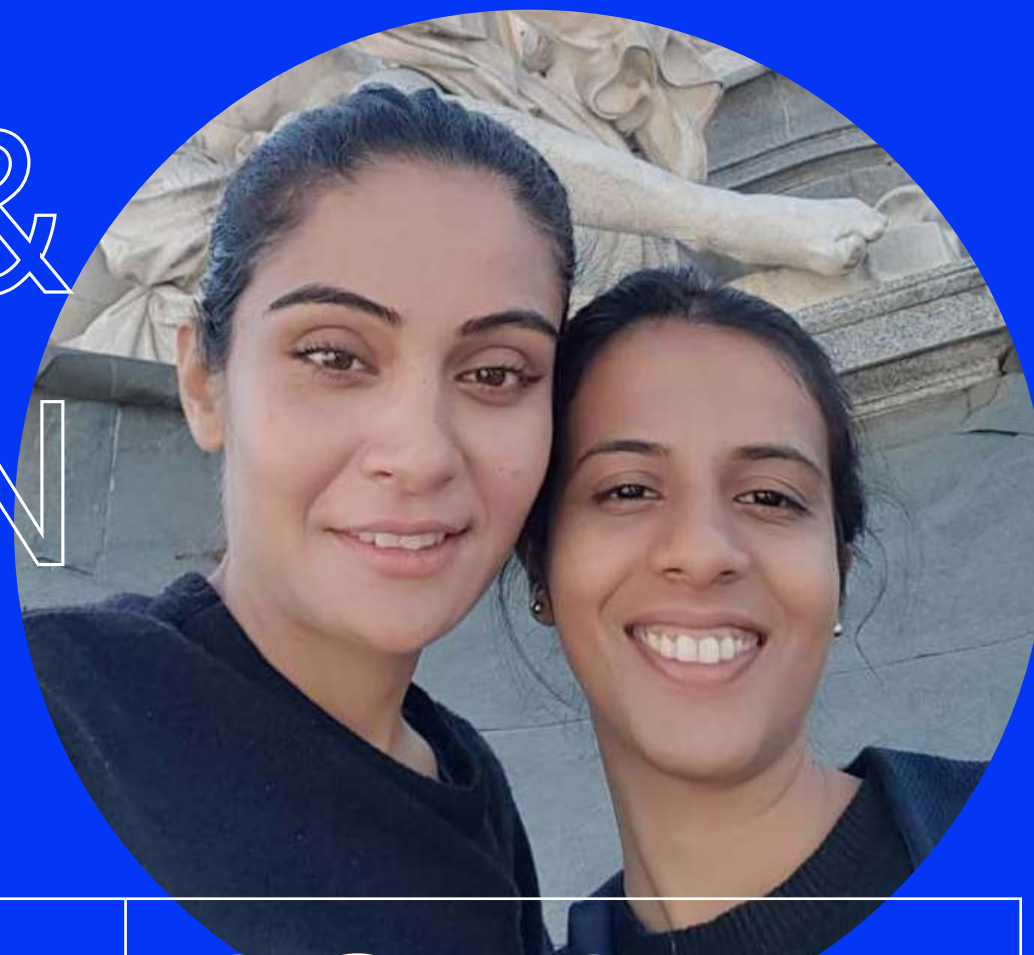
# UNDEFINED LANDSCAPE



# ROHMA KHAN & ARTVERSATION

@rohmaakhan

www.artversation.com



## BIO RK

Rohma Khan is a multi-disciplinary artist, educator, researcher, Associate Professor, and Programme Head of IEDA (Interdisciplinary Expanded Design and Art) at MDSVAD, BNU, Lahore, Pakistan. Her affiliations span local and international institutions, development-sector organizations, and the advertising industry. Her investigations cover deep-historical to abstract futuristic ideas, artefacts, and practices. Rohma Khan's work, showcased globally, including at the Memphis College of Art and Design, University of Wisconsin-Madison, and The Reach Gallery, Vancouver, has made a significant impact on the global artistic community.

## BIO ZM

Artversation initiated by ZM\* is a movement towards an inclusive and integrative approach to art and research, provoking interdisciplinary exploration and exchange with a mindful reluctance towards unwarranted hyper-productivism. Artversation leans on the discursive, fostering a participatory ecosystem blending art, science, philosophy, and technology, activating materials, spaces, and ideas, and exploring agency and interconnectivity. When necessary, Artversation sneaks into open discourse and experimentation, unapologetically showcasing the production and exchange of knowledge that it feeds on and grows from.

\*ZM is one of the primary human initiators of Artversation.

## CONCEPT /CAPTION

Data Detritus by Rohma Khan and Artversation.com delves into the entangled issues of e-waste, textile waste, and digital waste. The installation curates discarded digital hardware and worn-out textiles into a dystopian vision of everyday functionality alongside a coded screen display alluding to R.O.T. (redundant, obsolete, or trivial) data. It confronts the often overlooked by products of the digital age and the impact of our technological appetite and consumption.

Medium: Multimedia Installation  
Dimensions: Variable  
Year: 2024



# DATA DETRITUS



# RUSHDA

# AARISH

@rushda.studio



## BIO

Rushda Aarish is a dedicated artist who lives and works between Pakistan and England. She earned her Bachelor's in Fine Arts (Printmaking, 2000) and Master's in Multimedia Arts (2003) from the National College of Arts, Lahore. Rushda has exhibited her work globally and explores human emotions and their impacts on her creative practice. Rushda currently teaches at Solihull College, in Birmingham.

## CONCEPT

In this new series of paintings, roses appear vivid and fresh, yet they are crafted from raw meat, symbolising the harsh reality masked by beauty, set against a backdrop of war scenes, few images capture the enduring impact of conflict and the atrocities. Memories remain sharp and haunting in the human minds and even the artificial intelligence is already trained to come up with harsh reality through prompts.

## CAPTION

Title: Noise (Less) Imprints

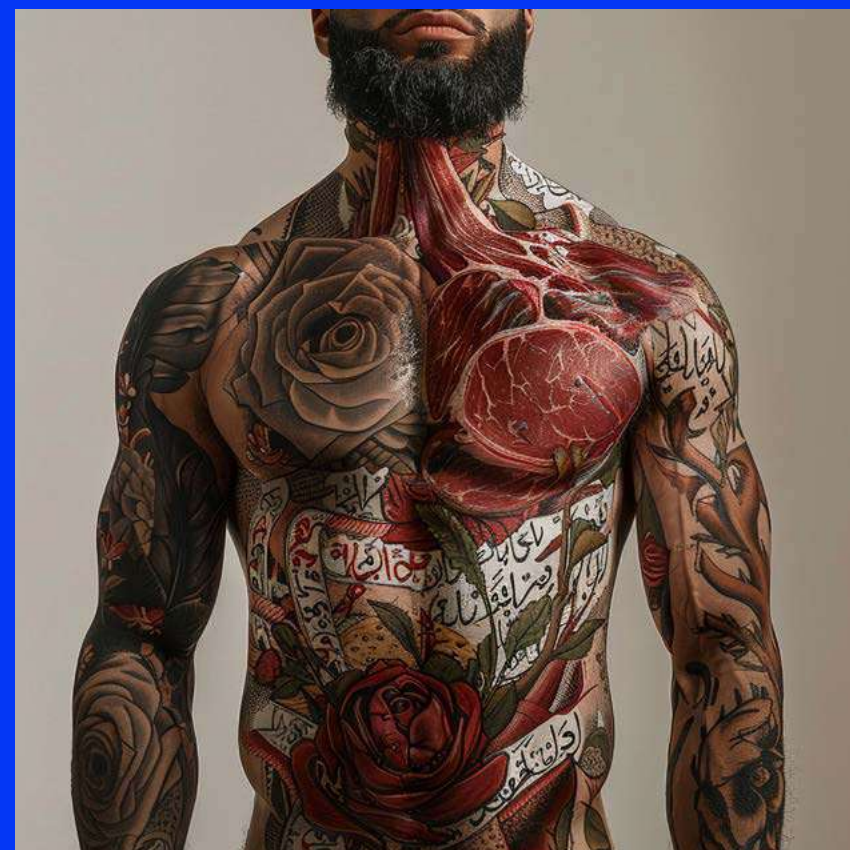
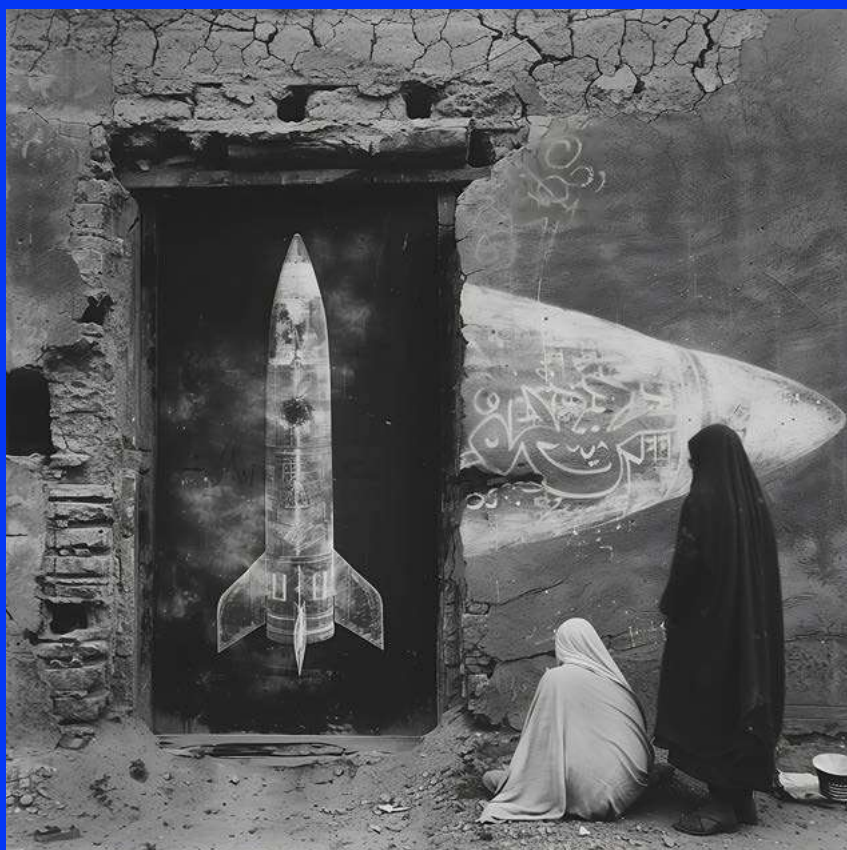
Medium: Digital Prints on Canvas

Dimensions: Variable

Edition of 5 + 1AP

Year: 2024

# NOISE (LESS) IMPRINTS



# SADAF NOORI

# MALIK

@noori\_malik



## BIO

Sadaf Noori Malik is an artist, architect and educator who graduated from the National College of Arts with a Bachelor's in Architecture and a Diploma in Classical Architecture from The Institute of Classical Architecture and Art – ICAA, NYC (2002). Her digital art practice explores Sacred Geometry, its history, as well as its contemporary role in art and architecture.

## CONCEPT

Inspired by Sadequain's mural at Lahore Museum, Sadaf Noori Malik reimagines its metaphysical narrative through Sacred Geometry. This immersive simulation invites viewers to find symbols alluding to the universe's architecture. Geometric patterns mimic organisms, from planets to microorganisms. The soundscape layers celestial sounds over the passage of time, creating a junction of past, present, and future. This space highlights the interconnectedness of all things, where constellations and cells merge to form new creations.

## CAPTION

Title: Beyond other Realms

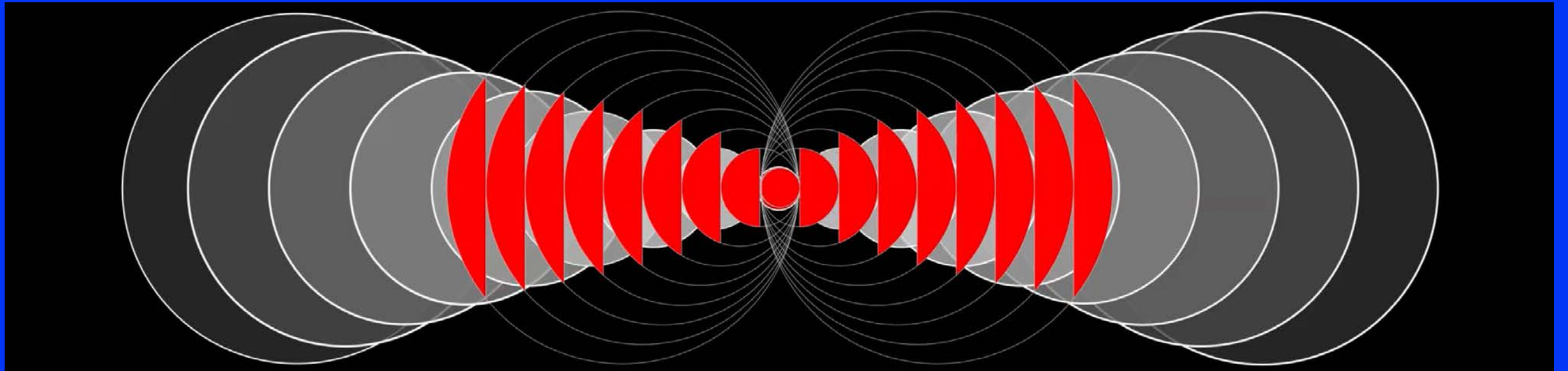
Medium: Graphic Animation with soundscape – on loop

Duration: 00:05:22

Dimensions: Variable

Year: 2023

# BEYOND OTHER REALMS



# SOUSAN QADEER

@suzieque316



## BIO

Sousan Qadeer (b. 1990) is an interdisciplinary artist, writer and educator from Lahore, Pakistan. She completed her Bachelor of Fine Arts from the National College of Arts, majoring in Printmaking. She completed her Master of Art and Design Studies at Beaconhouse National University, Lahore, in 2023 and works there as a visiting faculty. Qadeer writes regularly on Arts and Culture for local and international editorial platforms. She explores the shifting power dynamics of the viewer, the medium and the creator in her artistic practice. She experiments with mathematical fields of combinations, probability and permutations to create analogous generative art through patterns.

## CONCEPT

The work expounds on the concept of time and its contingency on the barrier of language both in vernacular and text. The visual explores the semiotics of our continued existence in a nonlinear narrative that occurs in a seemingly irreversible succession from the past through the present and into the future. The language restrictions in the form of words reflect the paradoxical nature of time as a perpetual and relative phenomenon in opposition to the infinitesimal quantity of expressions used to describe it.

## CAPTION

Title: The Insurmountable Measure of Flow

Medium: Generative Art (Animation on Loop)

Duration: 00:00:59

Year: 2024

# THE INSURMOUNTABLE MEASURE OF FLOW



# STEFANO FAKE & THE FAKE FACTORY

@immersive\_art\_experiences



## BIO

Stefano Fake is an Italian visual artist (born October 7, 1971—not dead yet) who creates Immersive Art Experiences using video projections, lights, reflective materials, large paintings and murals, mixed-media sculptures, surround sound effects, and environmental installations. Stefano Fake’s visual work has been exhibited worldwide in the most prestigious Museums and Art Galleries across the globe.

## CONCEPT

What it feels like to be immersed in the flow of a computer-generated form of art? One of the characteristics of immersive digital art is its dynamism and vitality. It comprises a seamless data flow that generates different shapes, colours, symbols, and meanings. To fully experience immersive digital art, visitors must open their senses and let themselves unwind until they get fully immersed in the flow of the waves.

## CAPTION

Title: In the flow

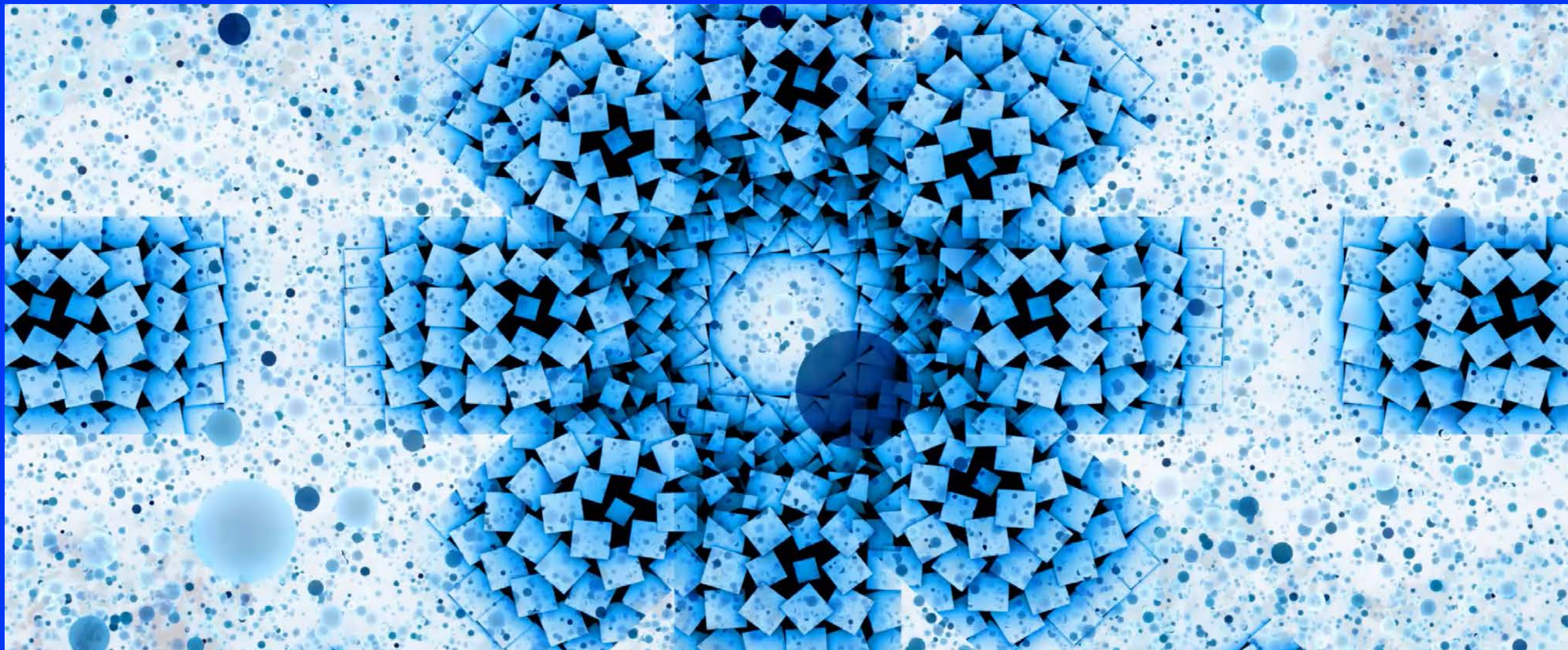
Medium: Immersive Multimedia Art Installation

Dimensions: Variable  
Year: 2023

Thanks for Lahore Digital Arts Festival (LDF) to introduce Stefano’s work.



# IN THE FLOW



# WAJEEHA

# BATOOL

@wajeehabatool241



## BIO

Wajeeha Batool is a visual artist based in Lahore, Pakistan. She earned her bachelor's and master's degrees in visual arts from Beaconhouse National University (BNU). Wajeeha's artwork has been shown in exhibitions at Alhamrah Art Gallery, Lahore; Karachi Art Summit, Sanat Initiative Art Gallery Karachi: Reading Between the Lines; Taseer Gallery, Lahore: Domestic Bliss, Antidote Gallery Dubai, and ArtSoch Gallery, Lahore: Tales Untold, Lahore Expo Centre: DATUM 2.3, In addition to that she has also attended two online residencies: Net//Work Residency, Wysing Arts Centre, UK and Digital Residency, Digital Art Studios, Belfast, Ireland. She also won second place in the art contest at Shaukat Khanum Hospital named Smoking Kills.

## CONCEPT

The artwork is a pixelated portrayal of my cat's daily life, capturing our subtle connection. By narrating her story through my perspective, I merge the real and the imagined, blending animated life with artificial stillness. Each piece, though static, holds a hint of movement, imitating the essence of the living. This interplay between animation and stillness creates a unique narrative, breathing life into the artificial and making the captured moments resonate with subtle vibrancy.

## CAPTION

Title: Ohana means family

Medium: Digital Print on Paper

Dimensions: W11" x H7.5"

Year: 2018

---

Title: Tale as old as time

Medium: Digital Print on Paper

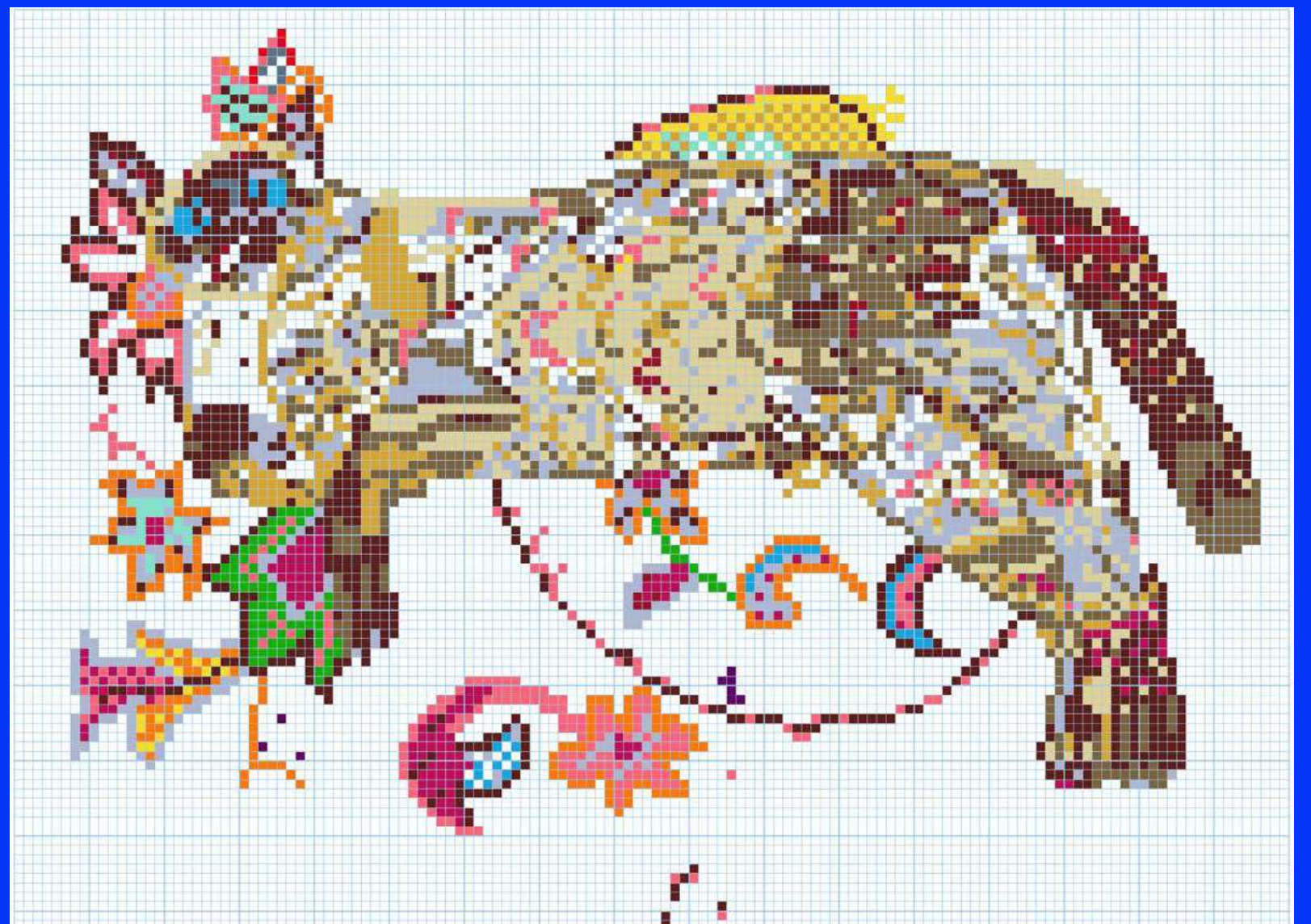
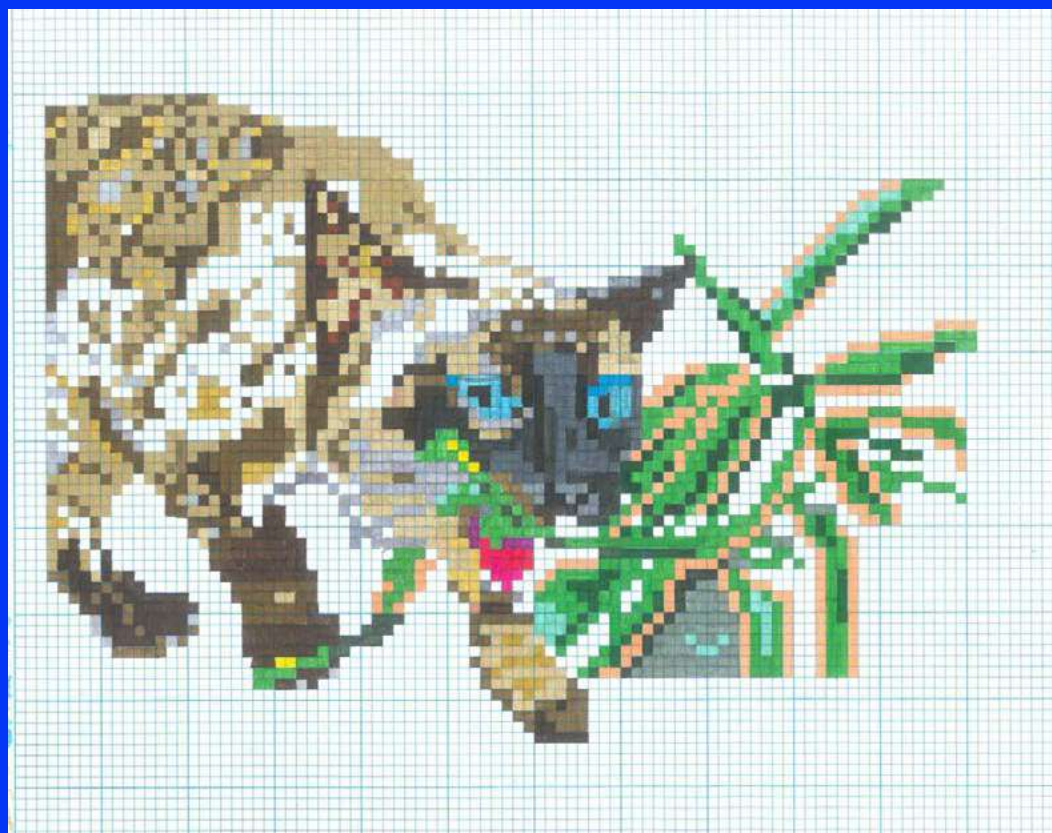
Dimensions: W16" x H12"

Year: 2024

OHANA MEANS FAMILY

+

TALE AS OLD AS TIME



# ZAINAB SAGHIR

# BARLAS

@zainab.barlas



## BIO

Zainab Saghir Barlas is a Lahore based Visual Communication Designer and a Design Educator. She is an alumna of the National College of Arts, Pakistan from where she received her Bachelor's in Design in 2003. Zainab has worked for some of the top advertising agencies in Lahore like Evernew Concepts, Red Communications and Orient McCann Erickson. She went on to do her MA in Art and Design Studies from Beaconhouse National University, Pakistan (2017). She is currently an Associate Professor and teaches under-graduate thesis candidates at the Dept. of Visual Communication Design at Mariam Dawood School of Visual Arts and Design, BNU.

## CONCEPT

Zainab's work explores how typographic glyphs symbolize unity amidst diversity, reflecting universal human experiences beyond cultural boundaries. She views creative practices like design, art, music, and poetry as equal facets of expression. Her intuitive use of language and script transcends boundaries and conventions, pointing to something beyond language. Through digital prints on paper, she invites viewers to contemplate the interconnectedness of visual elements and their profound role in human experience.

## CAPTION

Title: Untitled

From 'The Glyph Series'

Medium: Digital print on Paper

Dimensions: W8" x H11.5" (Diptych)

Edition of 10 + 1AP

Year: 2019

UNTITLED

FROM 'THE GLYPH SERIES'



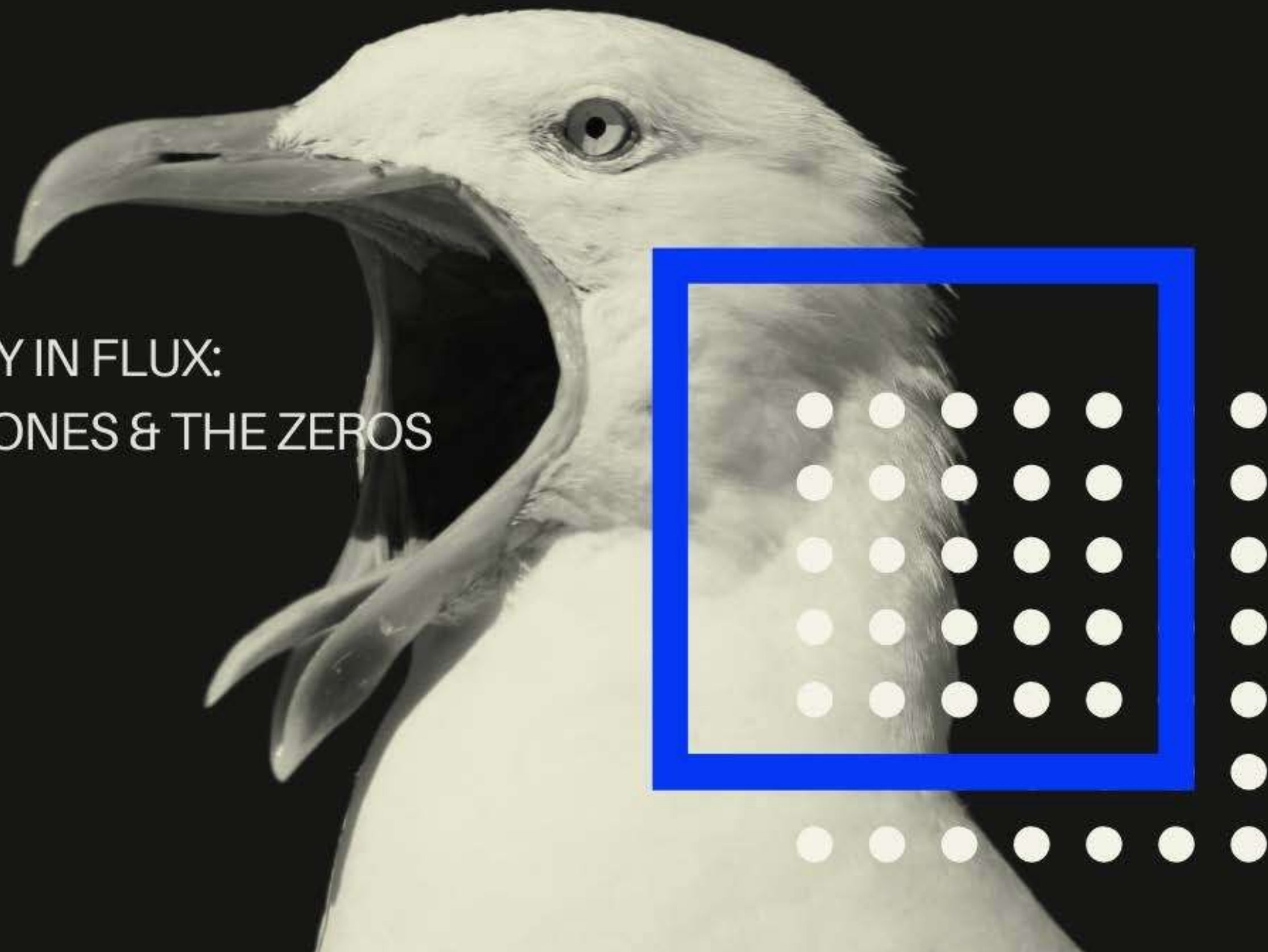
JOIN US  
&

# SPREAD THE WORD AROUND

26 July, 2024

01 Aug, 2024

UNITY IN FLUX:  
THE ONES & THE ZEROS



## SPECIAL THANKS

To Ramzan & Awais of Ejaz Art Gallery, who supported/funded this show to recognise the change in the art scene as digital and immersive art floats alongside the much-established art forms.

---

To all the great artists/collaborators who responded well and agreed to participate in this humble show, meeting the tight deadlines. You all are great artists, designers, and human beings.

---

Thank you to the Mariam Dawood School of Visual Arts & Design, BNU, Design Summit, and Lahore Digital Arts Festival for introducing new media creative practitioners from Pakistan and around the world.

---

To the team and assistants at the gallery that installed the show, all the people who printed, framed, and fabricated beautiful pieces to be displayed.