STEVE ZAFEIRIOU

New Media Artist, Technologist,
Founder Saphire Labs

List of Works

Historical Description: Saint Demetrius is the patron saint of Thessaloniki, known for his martyrdom during the Roman persecutions of Christians.

Saint Demetrius is the patron saint of Thessaloniki, known for his martyrdom during the Roman persecutions of Christians.

Church of Saint Demetrius

40.6383077898583
22.94789423758354

[en] satellites capture your journey,
δορυφόροι καταγράφουν το ταξίδι σου

Theory: Christian Martyrdom, Patron Saint

Location: White Tower

Historical Descripti

Coordinates: 40.626592778947063, 22.948414951074533

002

Welcome.

Since you are holding this catalogue and reading these words, we're trusting you with our very identity: our brand.

The following pages are full of information about Steve's artistic practicies, and portfolio that we hope will help you communicate our values, realize our vision, and reinforce our brand.

Sincerely, welcome to Steve's List of Works.

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Updated: April 17, 2025
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Created By: Steve Zafeiriou
Questions: steve@saphirelabs.com
Information: www.stevezafeiriou.com
Web Version

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Table of Content.

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About The Lab

Exploring the relationship between people & technology

Saphire Labs is a research and development laboratory dedicated to examining the relationship between people and technology. Our work focuses on designing and prototyping both physical and digital systems, tools, and interactive experiences to investigate how technology influences human experiences and the environments they engage with.

005

A Technology-Driven Art Lab, building physical & digital experiences.

Saphire Labs (founded Feb. 2022) is a space for research, development and experimentation. At Saphire Labs, we focus on understanding the connections between human interaction and technology.

At Saphire Labs, we apply a multidisciplinary approach to develop solutions rooted in behavioral insights, software development, and engineering.

Our Laboratory serves as a platform to examine how technology shapes perception, interaction, and decision-making. Our work begins with fundamental questions about human behavior and employs technology as a tool to systematically investigate these dynamics.

006

Media Artist, Technologist

STEVE ZAFEIRIOU

Steve Zafeiriou (b. 1998, Thessaloniki, GR) is a New Media Artist, Technologist, and Founder of Saphire Labs. His practice investigates how technology can influence, shape, and occasionally distort the ways individuals perceive the external world. By employing generative algorithms, electronic circuits, and interactive installations, he examines human behavior in relation to the illusory qualities of perceived reality, inviting observers to reconsider their assumptions and interpretations.

"A Nerd In Search of IKIGAI (A Reason for Being)"

007

Real-time data streams and human input constitute the core of his creative process, enabling each artwork to evolve continuously in response to participant engagement. Through the application of generative algorithms and other digital techniques, Steve deliberately minimizes direct manual intervention, crafting works that appear autonomous yet remain intimately connected to the viewer's interactions. This approach draws upon both technological inquiry and artistic methods, challenging conventional understandings of authorship and inviting audiences to confront their own role in shaping the artistic experience.

How does the relationship between technology and perception influence our comprehension of reality? How does the integration of technology into daily life alter human behavior and social dynamics? Can technology be a mirror to human behavior, revealing underlying patterns and tendencies that might otherwise go unnoticed?

Central to Steve's practice is the goal of stimulating critical reflection. By uniting physical and digital worlds, his work calls attention to the limitations of human senses and the manner in which technological systems can alter interpretive frameworks and belief. Each project aims to address questions concerning the authenticity of mediated experiences and the fragility of one's sense of truth, ultimately encouraging an environment where participants can reexamine their preconceived notions and glimpse alternative

perspectives.

When linking art and technology, Steve's work extends beyond the mere display of data or hardware; instead, it examines the active interface between people and digital constructs. This alignment prompts viewers to revisit the notion of "reality" through a technologically informed lens, encouraging more nuanced interpretations of what may seem familiar or self-evident.

Short Resume (CV)

008

Experience

2022-NOW — **Saphire Labs**, Founder - Artist -Technologist

2024-NOW — **Konnekt** (stevezafeiriou.com blog) - Author, Digital Specialist

2025-NOW — **SEGE** (Greek Association of Women Entrepreneurs) - Digital Specialist

2024 — Mini x Time Out Campgain - **Storyflow Entertainment Ltd**

2023 — **J'adore Club Theater**, Audiovisual Performances

2019 — Facesoft Ltd, 3D Data Annotator on Facial Expression Recognition Algorithms

Awards

2023 — Art as Response to Mental Health Exhibition, Doncaster Art Fair, "People's Choice"

2014 — 26th EU Contest of Young Scientists, Greece's Selected Nominee

Selected Exhibitions

APRIL- JUNE 2025 — **The Return**, MOMus Museum of Contemporary Art, Thessaloniki, GR

SEPT 2024 — **British Art Fair**, Saatchi Gallery, London, UK

MAY 2024 — **MATAROA AWARDS 2024**, Thessaloniki International Contemporary Fair, GR

SEPT 2023 — **Culture Tech**, Helexpo International Fair - MOMus Museum of Contemporary Art

SEPT 2023 — BYOB Festival, Norns Collective & OpenBach Galerie, Paris, FR

JUNE-JULE 2023 — Art as Response to Mental Health, Online, Doncaster Art Fair, UK

APRIL-SEPT 2023 — **Tension**, MOMus Museum of Contemporary Art, Thessaloniki, GR

02 # Selected Works

How Technology is Redefining Artistic Possibilities

Steve Zafeiriou's installations focus on the interaction between technology and human behavior. These responsive environments integrate data-driven systems that react to the presence and actions of viewers, illustrating the reciprocal influence between humans and digital systems.

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A List of Steve's Interactive Installations & Sculptures.

Steve, persistently challenges and subverts the subjective nature of reality, prompting the audience to question and reassess their perceptions of the world.

Synthetic Memories

011

Synthetic Memories is an interactive installation that explores the notion of return through the construction of collective, artificial memories. At the core of the work lies the oral transmission of memory and the processes of distortion and re-signification of lived experience.

The viewer is invited to select a photograph and place it on an RFID-enabled surface — the image album. This action activates a projection that presents the algorithmically generated synthetic image, the archival photographs that constitute its layers, and a computationally generated narrative based on testimonies from displaced communities.

A total of 1,128 synthetic images were produced using a procedural algorithm, employing multi-layered visual data composition and controlled randomness techniques. The accompanying narratives are generated by an artificial intelligence language model trained on oral refugee testimony.
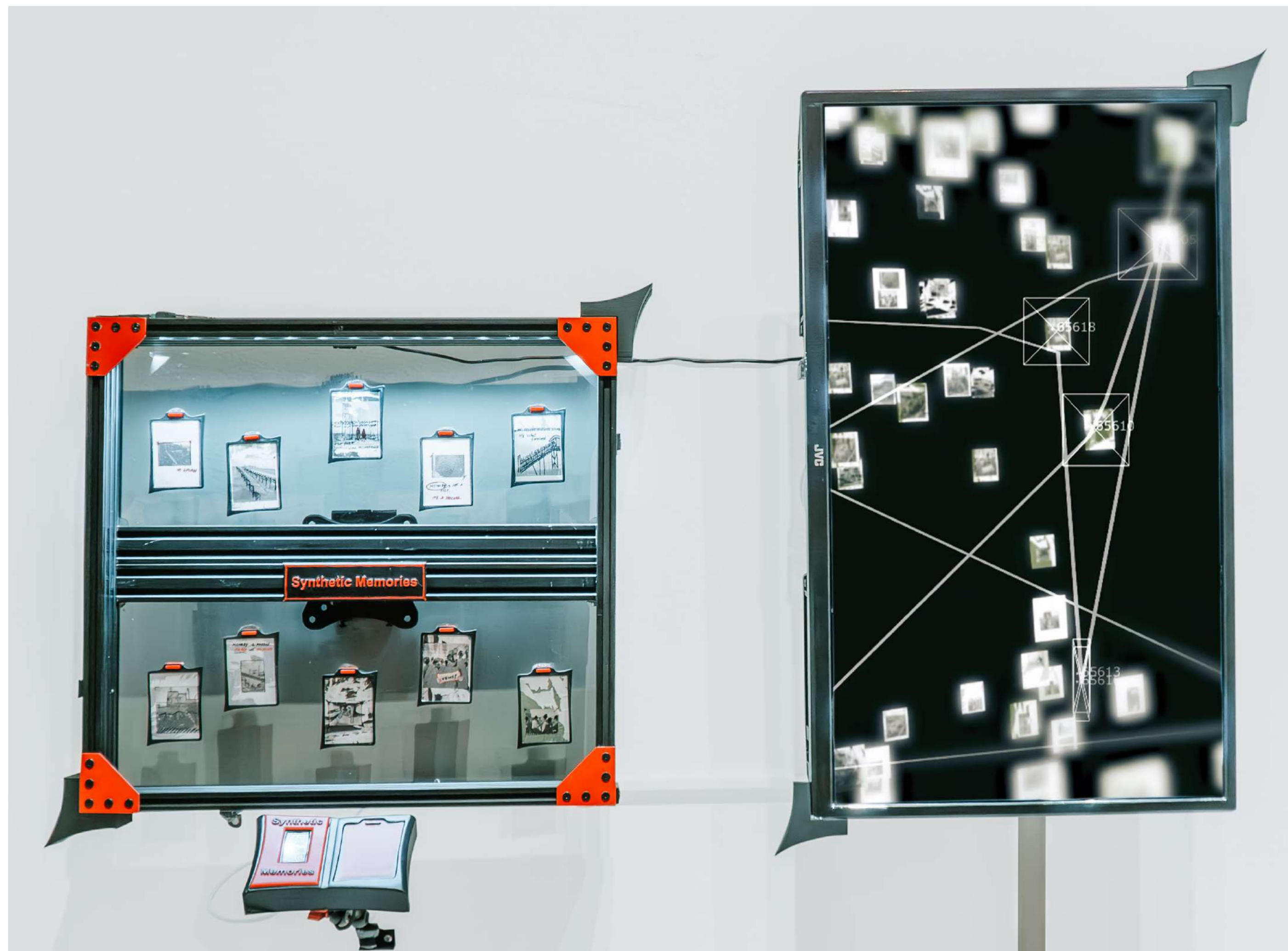
Synthetic Memories

012

YEAR: 2025 **VERSION:** V1.0

MEDIUMS: *RFID TECHNOLOGY, ALGORITHMICALLY GENERATED IMAGES, COMPUTATIONAL NARRATIVE, MICROCONTROLLERS, ELECTRONIC COMPONENTS & SENSORS, PROGRAMMING IN REACT.JS & JAVASCRIPT, TOUCHDESIGNER, 3D PRINTING, ARCHIVAL MATERIAL.*

RESEARCH& VIDEO CAN BE FOUND HERE:
WWW.STEVEZAFEIRIOU.COM/SYNTHETIC-MEMORIES

GeoVision

013

The interactive installation "GeoVision v1.0" leverages real-time GPS data to create visual and / or textual narratives. The GPS sensor locks into satelites around the earth and records the current latitude and longitude, which are then used to find the nearest historical location in the database. This process incorporates Darwin's principle of adaptation, where an individual's context influences their thought processes and experiences. The system's response to geographic data illustrates how environmental factors shape intellectual development and artistic expression.

RESEARCH ESSAY & VIDEO CAN BE FOUND HERE:
WWW.STEVEZAFEIRIOU.COM/GEOVISION

GeoVision

YEAR: 2024 **VERSION:** V1.0

MEDIUMS: *HARDWARE*: ESP32S3 R8 WIFI BLE MICROCONTROLLER, TFT DISPLAY, MPU6050 GYROSCOPE SENSOR, VIBRATION MOTOR, V-SLOT ALUMINIUM, MONITORS. *SOFTWARE*: C++, REACTJS, LEAFLET MAPS, NODE.JS, TOUCHDESIGNER, AUTODESK FUSION 360

014
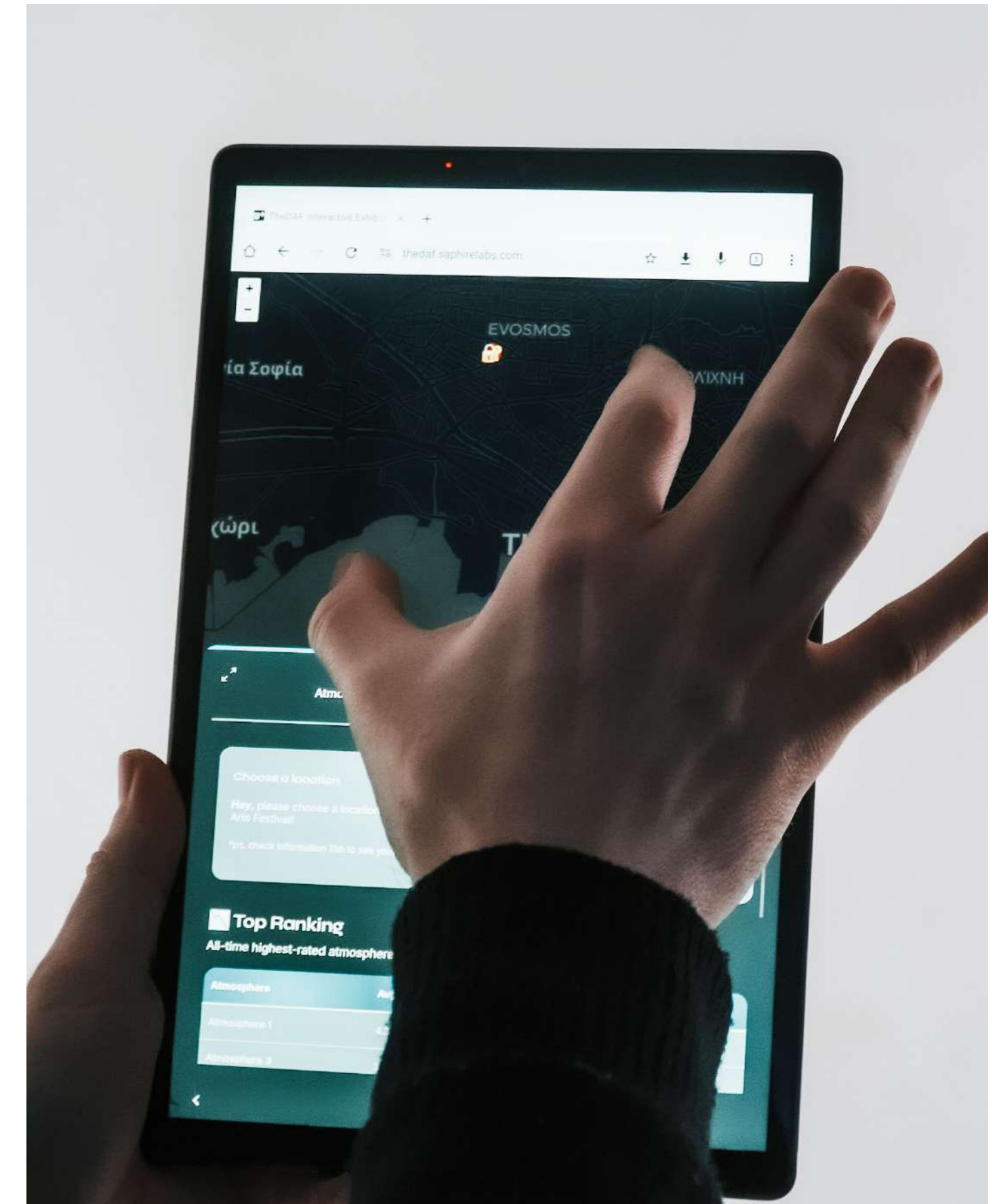
Sensorify

015

The theme of the work revolves around a future scenario in which human communication takes place entirely through the internet.

This communication expands and includes human sensations and emotions that will be digitally communicated to their recipient. The theme reflects the dystopian manifestation of the future as physical contact will have been replaced by digitized data.

The installation presents the digitization of emotions as they are recorded in brain activity through an EEG. The digital presentation of the emotions are projected on the screens.

MORE INFORMATION & VIDEO CAN BE FOUND HERE:
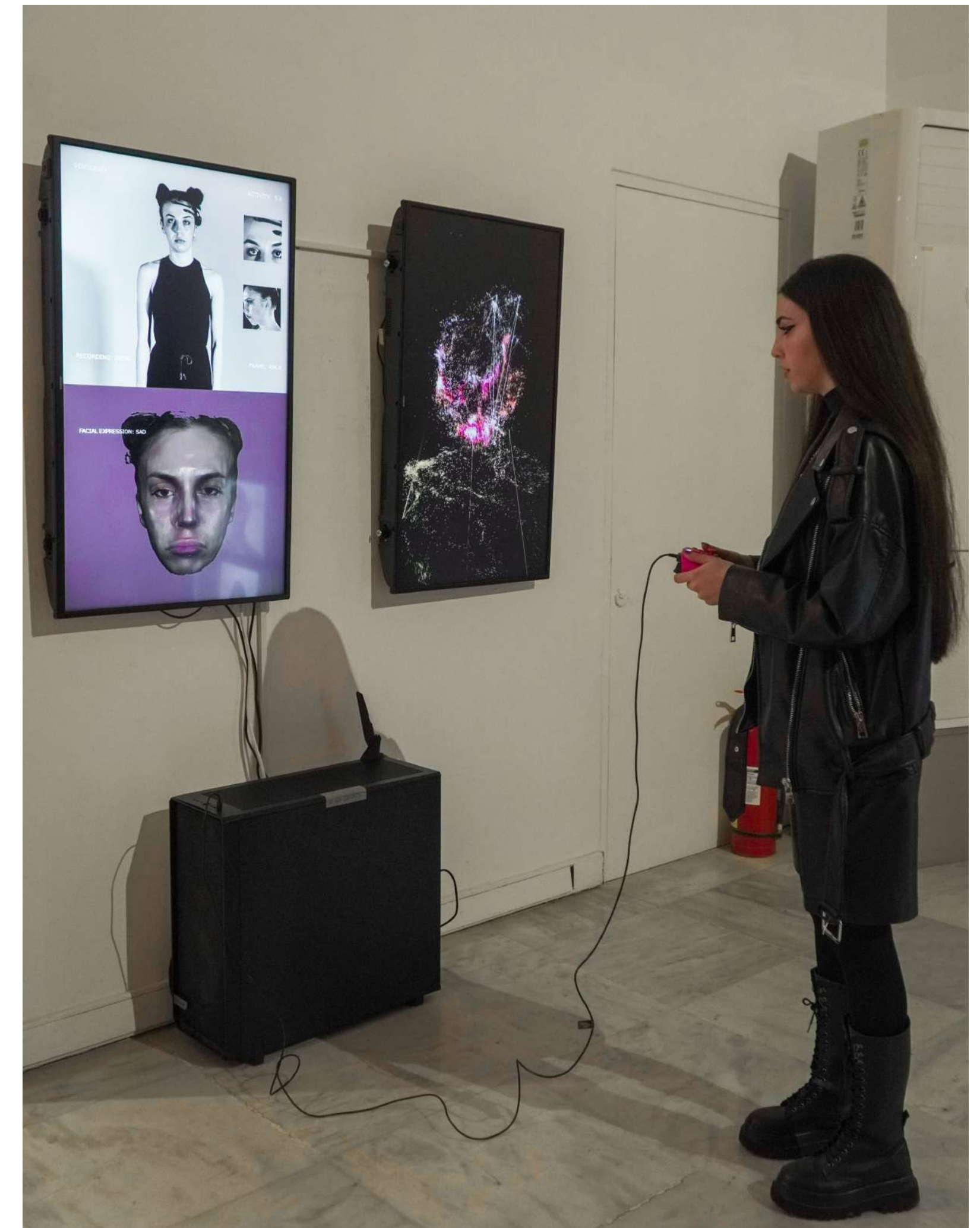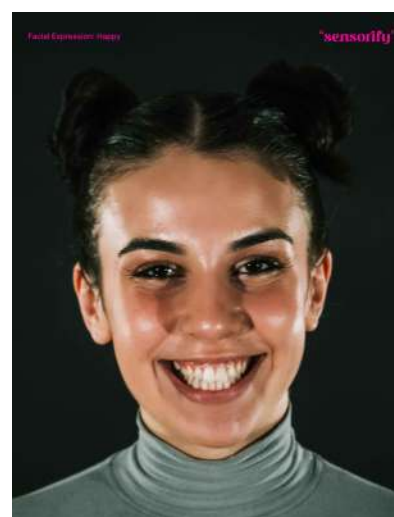WWW.STEVEZAFEIRIOU.COM/SENSORIFY
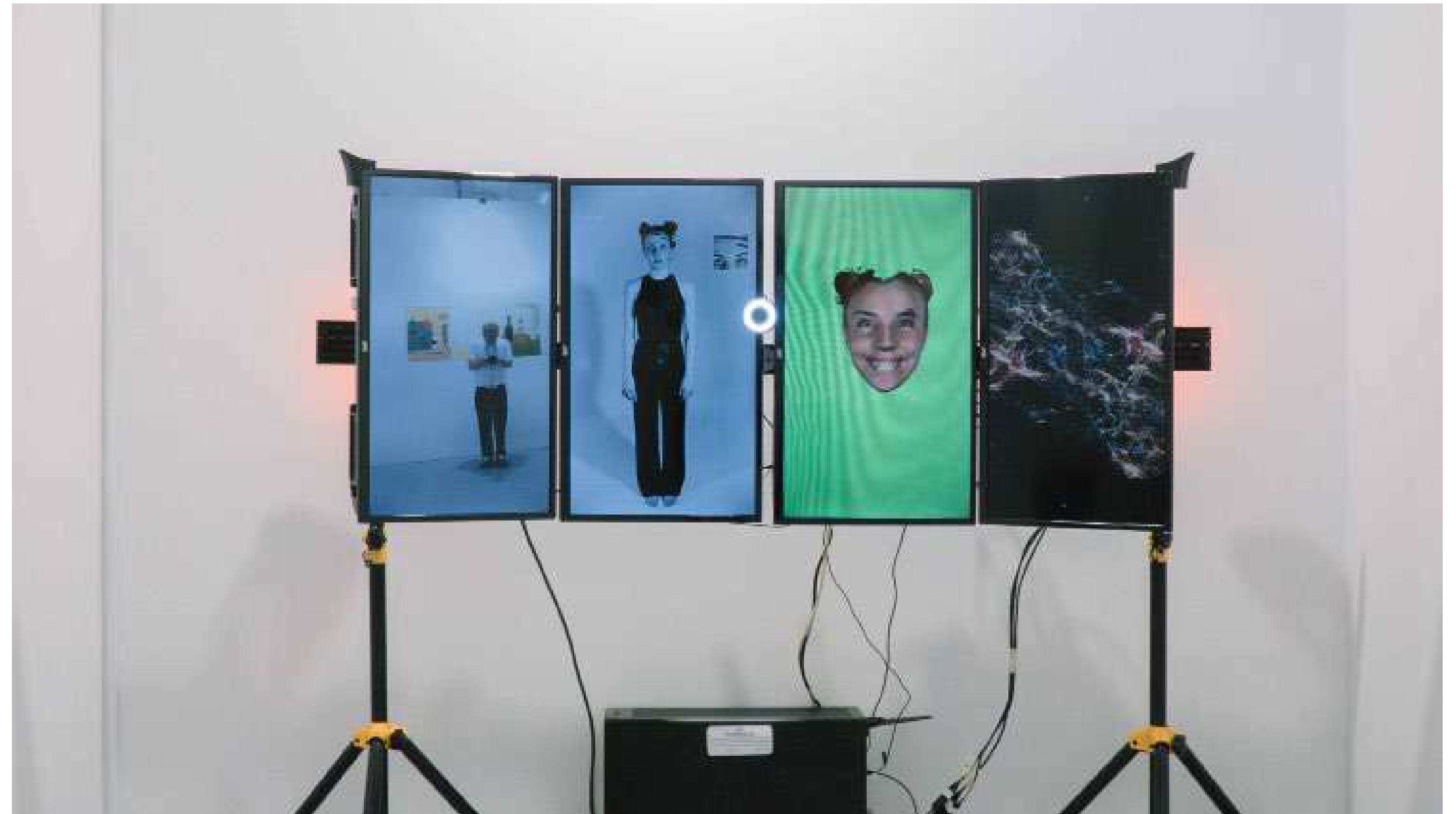
Sensorify

016

A Sony a6400 4k Camera is used to capture a collection of high-resolution photographs from multiple angles of a subject's face, mapping every contour, wrinkle, and feature. These images are then processed using photogrammetry to create a three-dimensional point cloud, a dense cluster of data points that replicates the unique physical landscape of the face in digital space. This point cloud serves as a visual representation of the subject, which can be digitally manipulated and visualized, making it an integral part of the installation's exploration of digitized human emotions and interaction.

With data from an EEG headset, TouchDesigner is used to apply changes to the point cloud in real-time, reflecting the subject's changing emotions and reactions. The resulting visualizations are then projected on the screen, offering a unique and immediate view into the digitized representation of human emotion. This interplay between the physical and digital, made possible by the technology of photogrammetry and the capabilities of TouchDesigner, is what gives the artwork its profound impact.
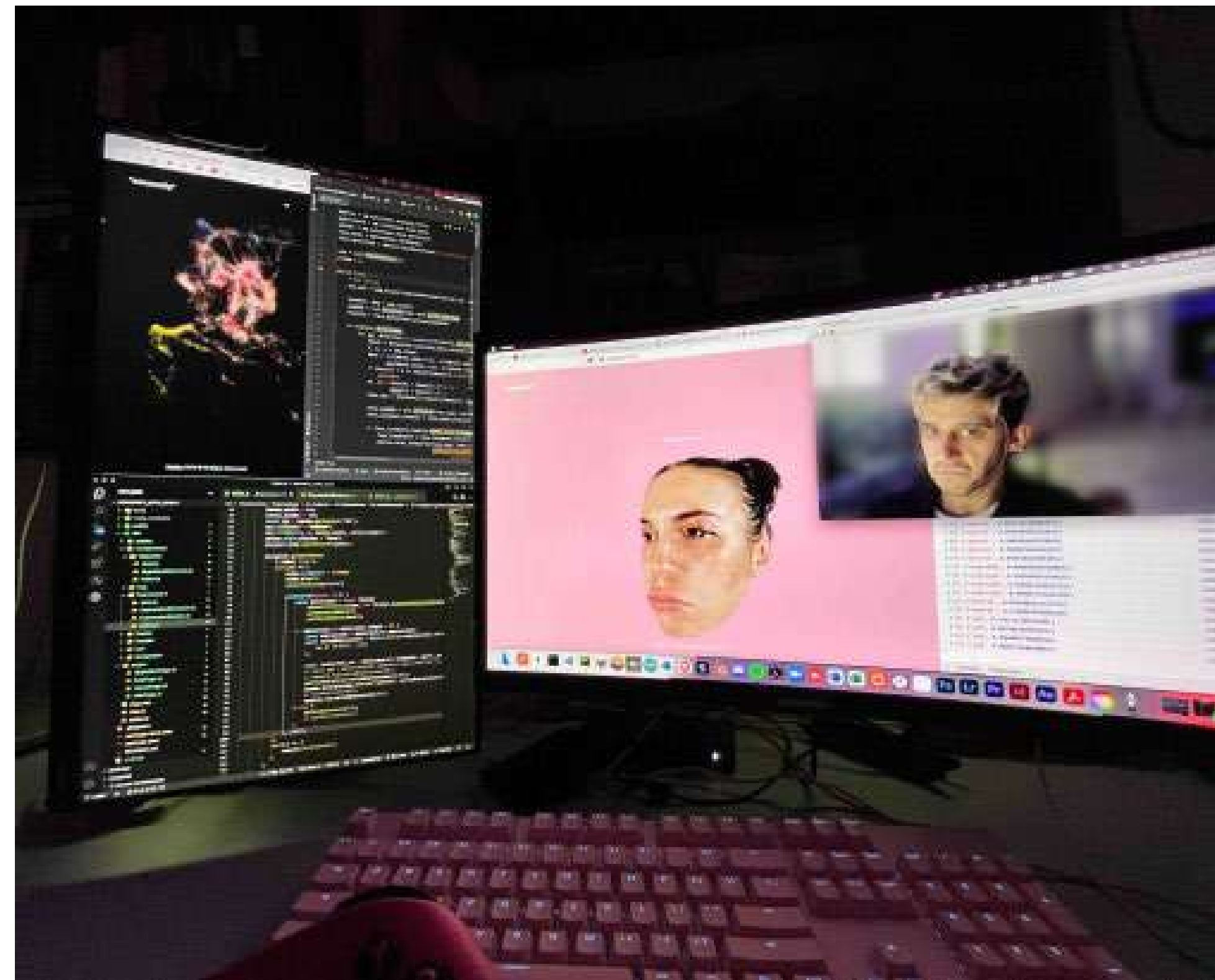
Sensorify

017

YEAR: 2023 **VERSION:** V2.0
MEDIUMS: COLMAP
(PHOTOGRAMMETRY),
TOUCHDESIGNER, ADOBE
PHOTOSHOP, ADOBE PREMIERE,
EMOTIV BRAIN COMPUTER
INTERFACE, SONY A6400 4K
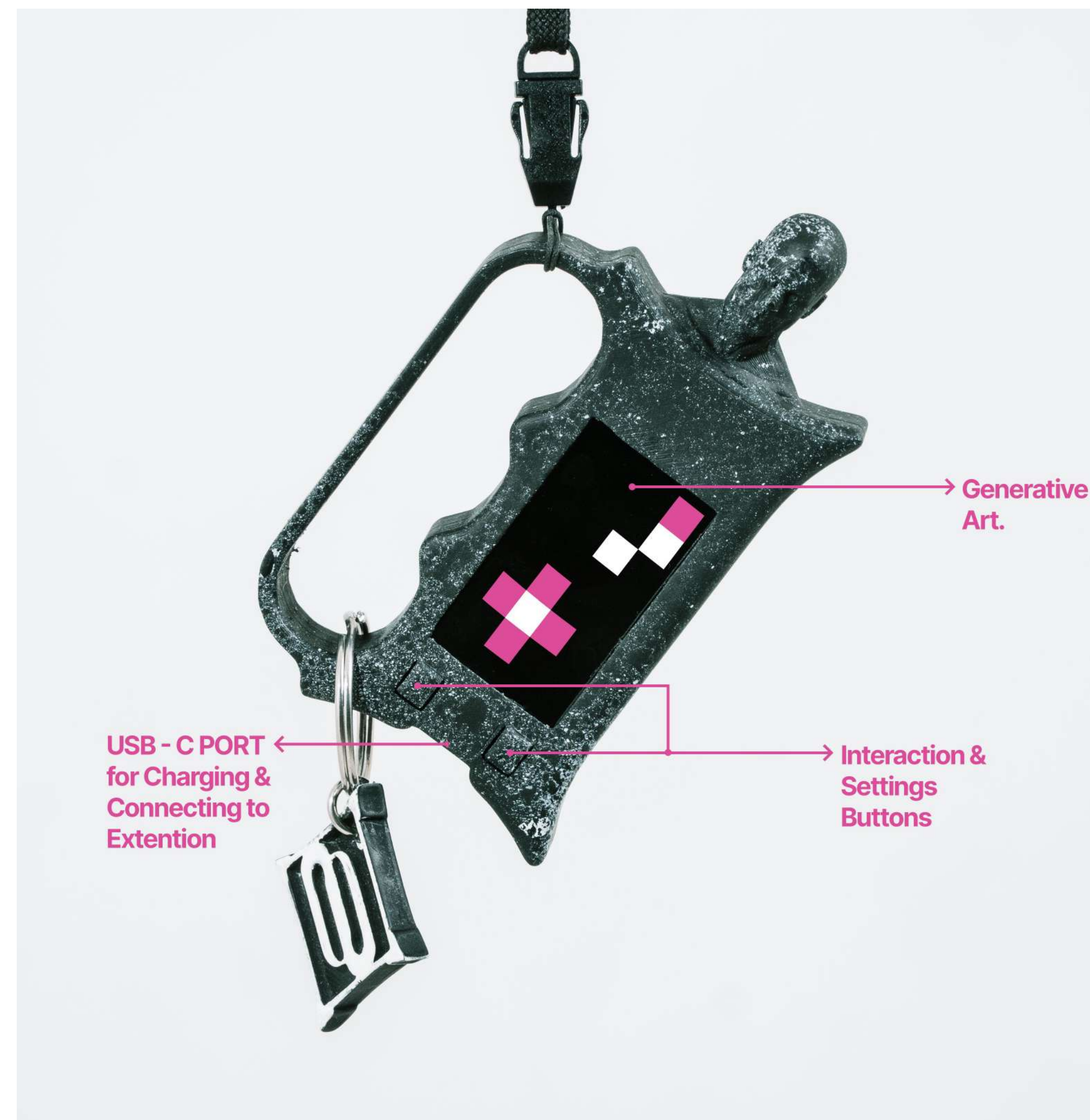CAMERA, COMPUTER & SENSORS
FOR AUDIENCE INTERACTION

Choice

018

Choice is an interactive, data-driven sculpture that invites participants to engage with a tactile, evolving art form. Drawing on Darwinian principles, the sculpture's narrative and structure adapt over time in response to user input, effectively "evolving" as the community interacts with it. By allowing users to influence its direction, Choice transforms the traditional viewer-artwork relationship into a co-creative partnership.

At the core of Choice is an ethos of inclusivity and accessibility. The sculpture will also incorporate haptic feedback soon, ensuring that individuals with visual impairments can navigate and understand its conceptual dimensions through touch. This multi-sensory approach broadens the artwork's audience, ensuring that diverse participants can meaningfully engage with the piece's narrative layers and aesthetic subtleties.

Choice also can integrate blockchain-based tokenization, distributing ownership and decision-making power to its audience. Through token mechanics, participants can become stakeholders in the artwork's trajectory. They can propose alterations, vote on themes, and collectively shape the sculpture's evolution. This decentralized framework challenges traditional notions of authorship and authenticity, transforming the creative process into a community-driven ecosystem.

RESEARCH ESSAY CAN BE FOUND HERE:

WWW.STEVEZAFEIRIOU.COM/CHOICE

Generative Art.

USB - C PORT for Charging & Connecting to Extention

Interaction & Settings Buttons

Choice

019

As users interact with Choice, their movements, gestures, and decisions leave a tangible imprint on the sculpture's design and generative art sequences. Over time, the artwork selectively preserves widely favored elements while phasing out those that resonate less. This evolutionary dynamic mirrors natural selection, offering a metaphorical exploration of adaptation, cultural memory, and collective intelligence.

The social impact of Choice lies in its ability to foster collaborative creativity and inclusive participation. By blending sensory engagement with tokenized governance, the sculpture creates an environment where individuals of varied backgrounds, abilities, and perspectives can contribute to its ongoing narrative. This shared involvement empowers communities, inspiring users to recognize their agency in shaping artistic outcomes. As a result, Choice not only enriches the cultural dialogue around digital art but also encourages empathy, cooperation, and the recognition that collective decision-making can yield richer, more diverse aesthetic experiences.
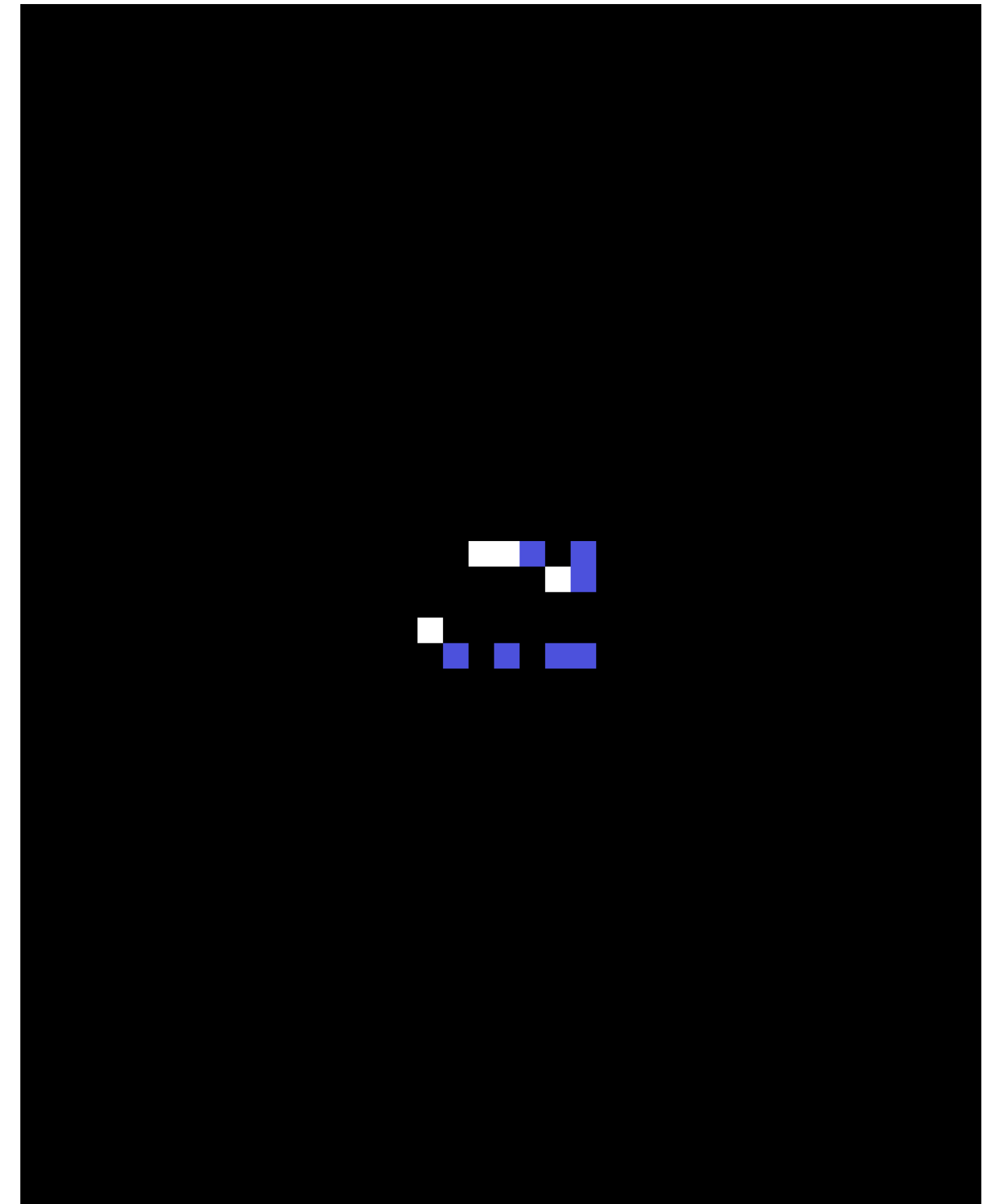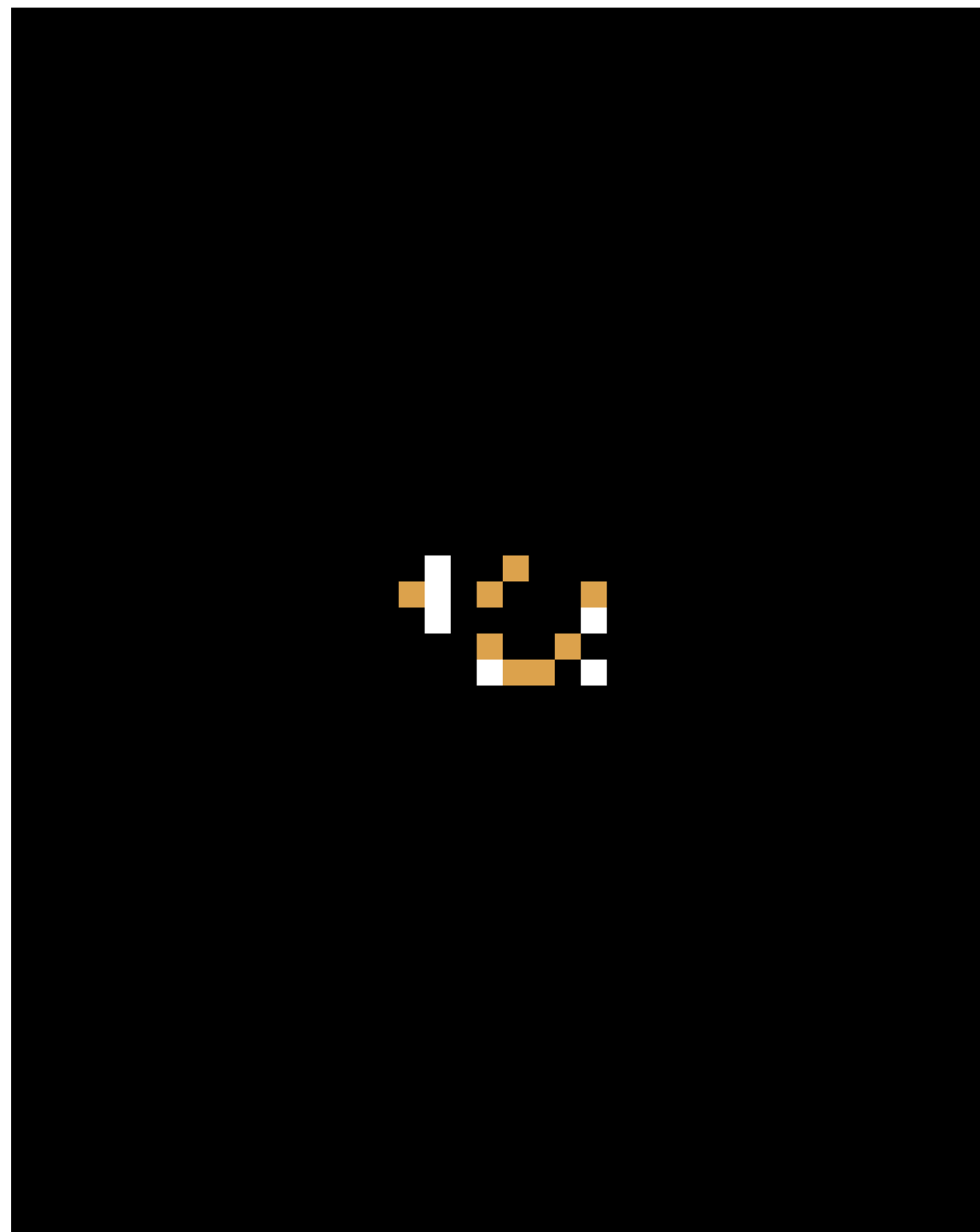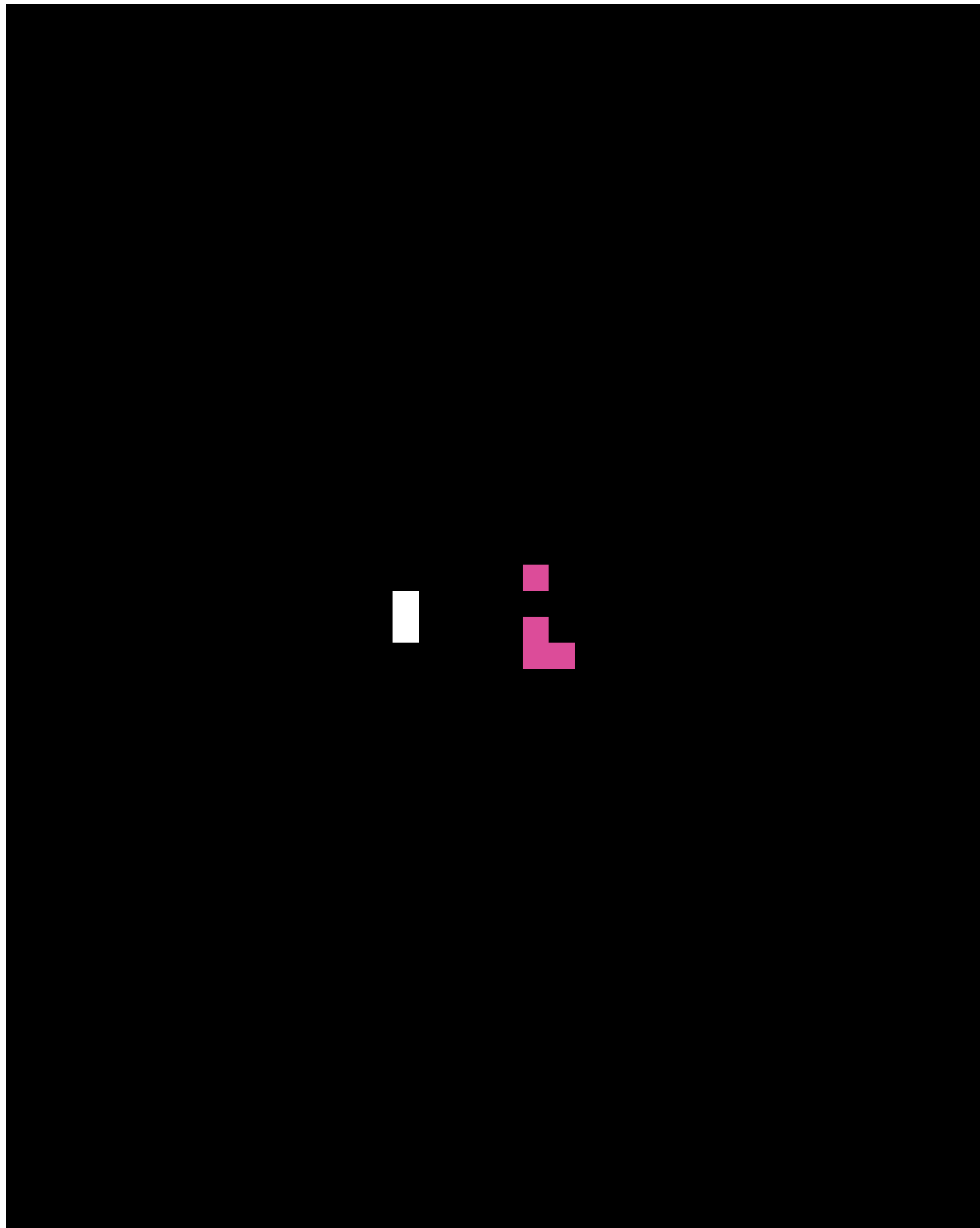
Choice

YEAR: 2024 **VERSION:** V1.0

MEDIUMS: *C++, ESP32S3, MPU6050 GYROSCOPE / ACCELEROMETER SENSOR, REACT.JS, WEBSOCKETS, NODEJS*

020

Nostalgie World

021

Nostalgie World is a unique, multidisciplinary project designed to raise awareness about the global mental health crisis, a challenge that affects nearly 970 million people worldwide. Mental health disorders are experienced by 1 in 4 people at some point in their lives, contributing to a staggering 14.3% of deaths globally each year, according to the World Health Organization. Nostalgie World combines the power of art and technology to reduce the stigma around mental health disorders, foster empathy, and help people better understand these challenges in today's society.

A curated generative collection of 1000 characters are composed of various design elements such as facial expressions, body types, and accessories, with some features being rarer than others, making certain characters more unique. Each character has a unique "mental health" story generated by advanced AI, reflecting the diverse experiences people face with mental health issues. This storytelling approach adds depth to the project, offering a new perspective on mental health.

MORE INFORMATION & VIDEO CAN BE FOUND HERE:

WWW.STEVEZAFEIRIOU.COM/NOSTALGIE-WORLD

022
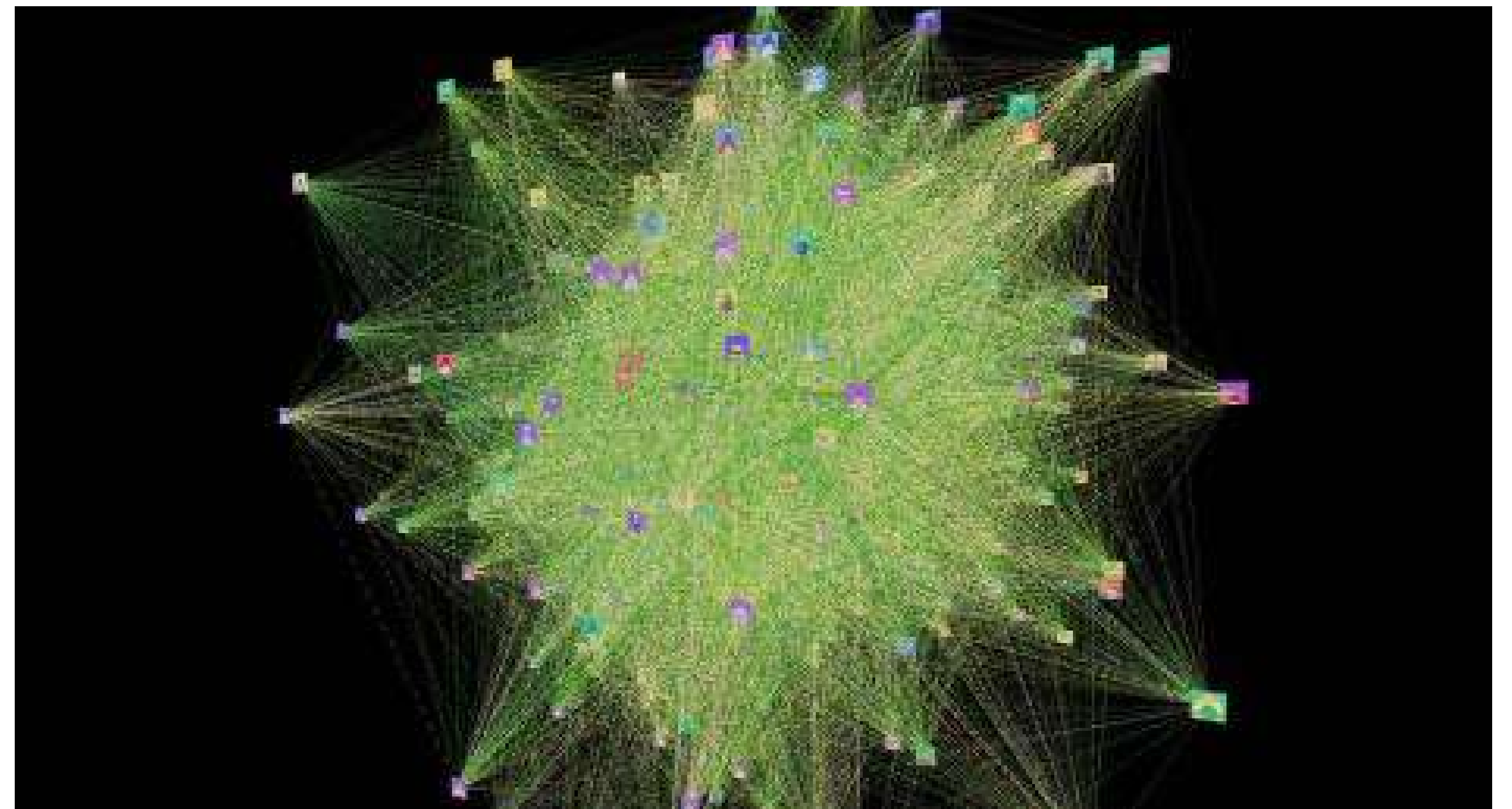
Nostalgie World

YEAR: 2023 **VERSION:** V3.0
PRINTS EDITIONS: 1 OUT OF 1
PRINT: FA ARCHIVAL PAPER
PHOTO RAG METAL, WOODEN
FRAME, GLASS
INSTALLATION: METALIC
FRAME, COMPUTER, INTERNET,
MONITORS
MEDIUMS: JAVASCRIPT,
GPT-3.5-TURBO MODEL API,
REACT.JS, THREE.JS, ADOBE
PHOTOSHOP, ORANGE3 (DATA-
ANALYSIS), COMPUTER, XBOX-
CONTROLLER (AUDIENCE
INTERACTION).

Nostalgie World

023

Interactive Installation

At the heart of Nostalgie World is the "Emotion Explorer," an immersive, interactive, 3D virtual environment (installation) where viewers can engage with the characters. Divided into zones, the platform invites users to explore the characters' stories, promoting empathy and understanding of mental health disorders. This interactive element encourages viewers to connect with the personal stories of each character, highlighting the human side of mental health.

Nostalgie World offers a unique blend of art, technology, and self-reflection, helping individuals engage with mental health issues on both a personal and societal level. By providing an interactive space to explore characters' stories and a practical tool for self-reflection, this project seeks to raise awareness and encourage a deeper connection to the ongoing mental health conversation.

024
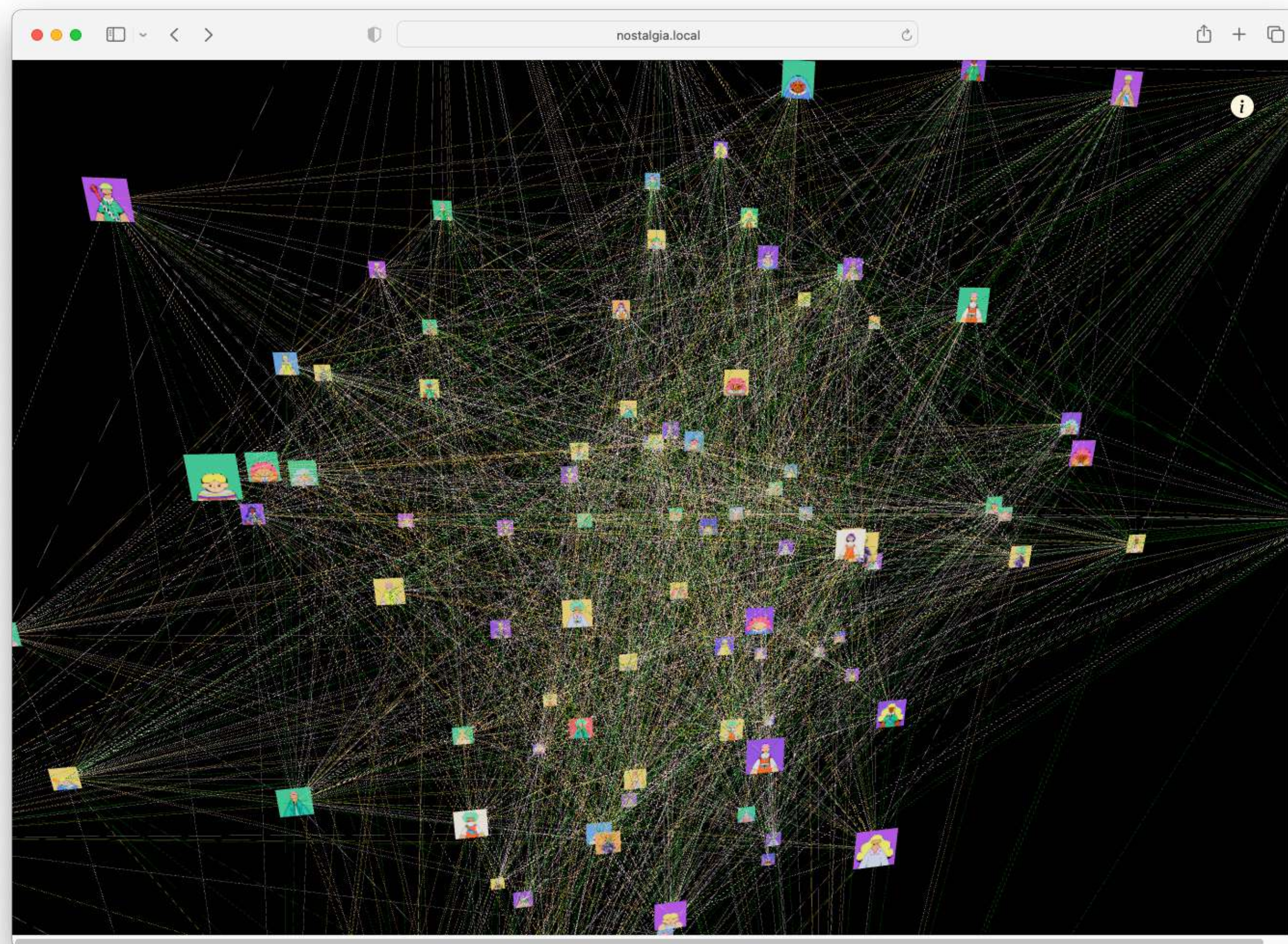
Nostalgie World

ILLUSTRATIONS & CHARACTER ELEMENTS BY ADAMANTIA CHATZIVASILEIOU

TanglEye

YEAR: 2023

MEDIUMS: TOUCHDESIGNER, ADOBE PHOTOSHOP, METALIC FRAME, HIGH PERFORMANCE COMPUTER, FULL-HD WEB CAMERA

This image represents a simulation of installation's structure. Currently the installation exists as a Touchdesigner-based Software (fully functional - can be displayed in various forms).

This work is an interactive installation driven by data. It seeks to bend our understanding of reality and our identity through the lens of quantum mechanics and extraterrestrial philosophy. The cutting-edge technology project – a real-time 3D particle system – to create a mirror like no other. Instead of reflecting a flat, hesitant image, the mirror disassembles the viewer into a series of dynamic "subatomic" particles, creating a reflection that is both intimate and deeply disorienting.

The installation finds its roots in two main conceptual terrains.

Energy: Inspired by the ceaseless motions of subatomic particles that form the basis of all matter and energy in the universe, the installation captures the essence of our universe. It asks viewers to see themselves not as solid, unchanging entities but as ever-evolving fusions of energy and potential.

Consciousness: The mirror serves as a metaphor for the human experience, dissecting and reconstructing the viewer's image to suggest that we are not singular, but multidimensional beings. Our lives are shaped by beliefs, experiences and perspectives, which can exist and affect us at the same time, like the phenomenon of quantum entanglement, where particles are interconnected across distances and states.

TanglEye

MORE INFORMATION CAN BE FOUND HERE:

WWW.STEVEZAFEIRIOU.COM/TANGLEYE

026

027

A List of Steve's Generative & Data Artworks.

*Generative art is post-conceptual art that has been created (in whole or in part) with the use of an autonomous system. An autonomous system in this context is generally one that is non-human and can independently determine features of an artwork that would otherwise require decisions made directly by the artist. In some cases the human creator may claim that the generative system represents their own artistic idea, and in others that the system takes on the role of the creator.

Gravitational Lensing

028

Gravitational Lensing is a digital artwork that draws inspiration from the captivating images captured by the James Webb Space Telescope. As we dive into the depths of the cosmos through this advanced observatory, we are offered a fresh perspective of the Universe and our understanding of it. At the heart of the artwork lies a symbolic representation – an Eye. The eye, our window to the world, signifies how we perceive and experience the cosmos. It mirrors the concept of relativity in perception, emphasizing that our understanding of the Universe is inherently tied to our unique vantage point as observers.

YEAR: 2022
EDITION: MAXIMUM OF 30
PRINT: FA ARCHIVAL PAPER PHOTO RAG METAL, WOODEN FRAME, GLASS
MEDIUMS: MICROCONTROLLER, GYROSCOPE SENSOR, C++, TOUCHDESIGNER, ADOBE PHOTOSHOP
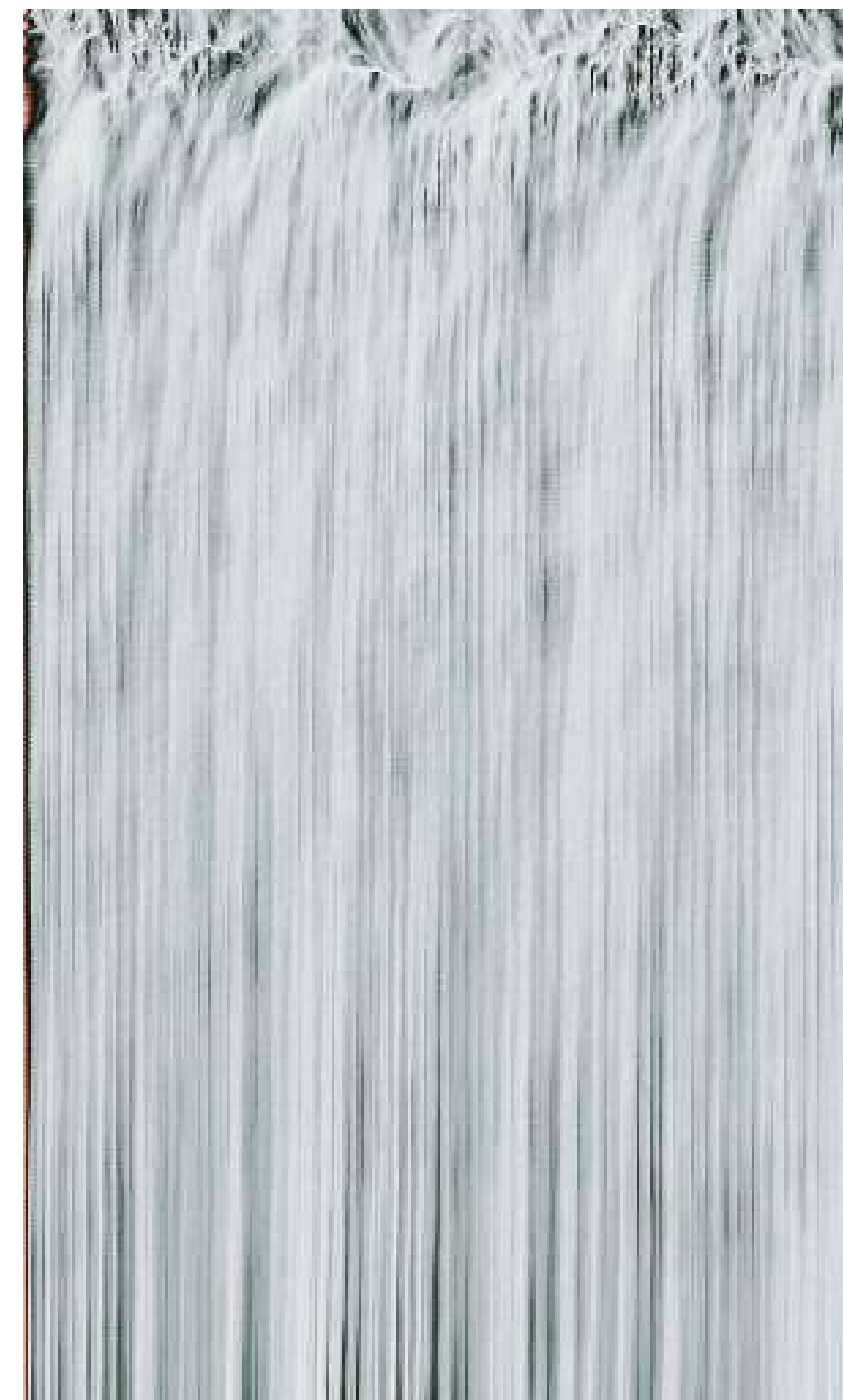
Data Cascade

YEAR: 2022 **EDITION:** MAXIMUM OF 30 **PRINT:** FA ARCHIVAL PAPER PHOTO RAG METAL, WOODEN FRAME, GLASS **MEDIUMS:** PYTHON, TOUCHDESIGNER, ADOBE PHOTSHOP
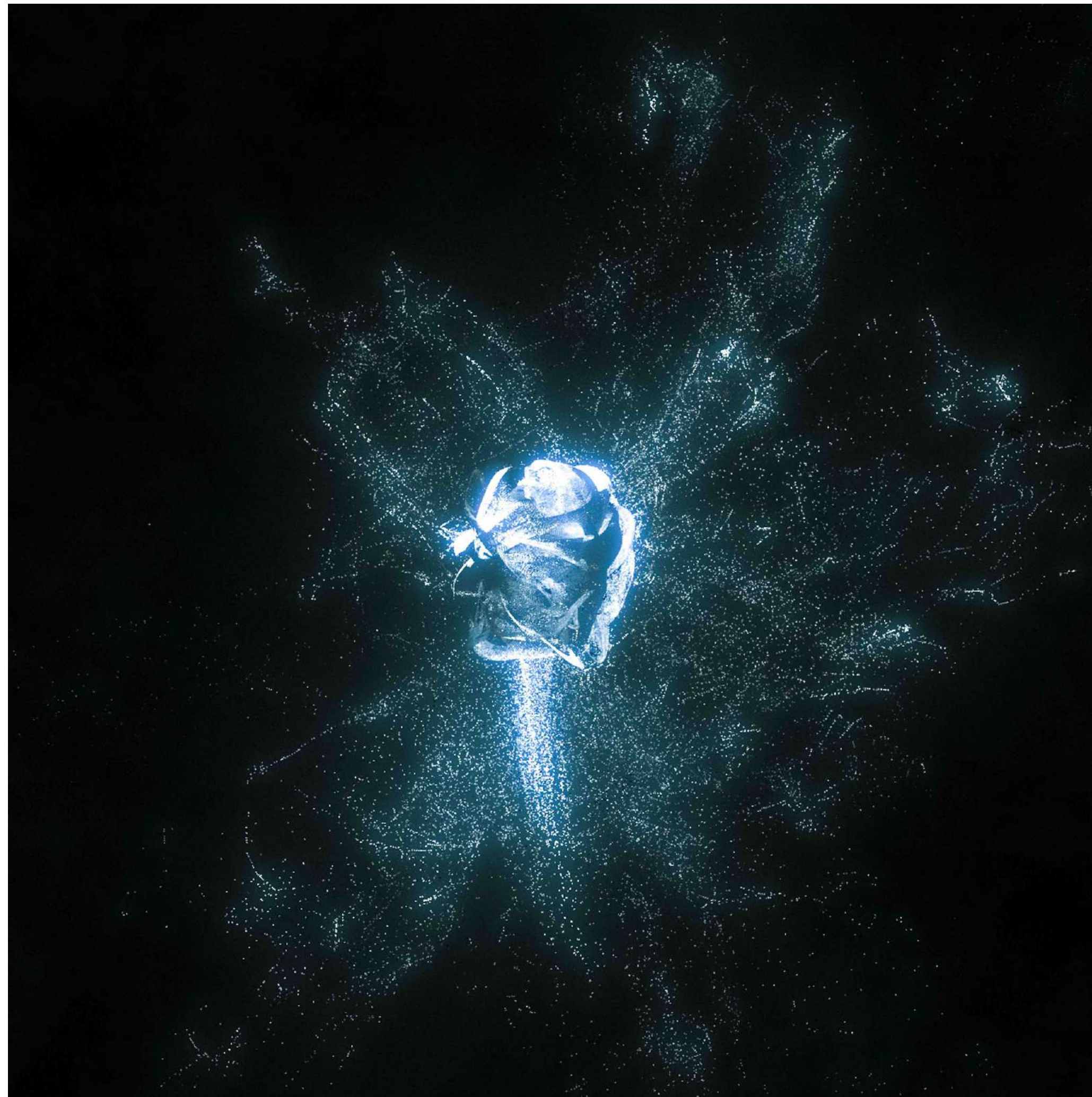
029

A digital artwork that encapsulates the multifaceted implications of our ongoing technological revolution. This piece serves as a commentary on the rapid digitization of various aspects of our lives – from the transformation of professions as machines and computers replace human roles, to the shift of socializing, entertainment, and cultural experiences into the digital realm.

The artwork explores the impact of Big Data, which increasingly informs and shapes our behavioral patterns. It also draws attention to the emerging divide of 'young illiterates,' individuals who, despite growing up in the digital age, find themselves at odds with the evolving technological landscape. A secondary layer of interpretation delves into the overwhelming volume and pace of information in the digital age. The rapid, ceaseless cascade of data often outpaces our ability to process it, leading to a flattening of news, concepts, and user experiences across the World Wide Web. This overwhelming information flow is symbolized in the artwork through the use of monochrome, reflecting the homogenization of experiences in the face of data overload.

030

The Power you Make me Feel

Inspired by the cataclysmic beauty of the Big Bang and the subsequent evolution of the observable cosmos, this artwork delves into the fundamental truth that underlies all of creation: everything is energy. This piece express the confines of conventional communication, embodying the idea that only 7% of human interaction unfolds through words, leaving the vast expanse of connection to the unspoken, to the energies that resonate between us without need for articulation.

This work developed by conducting an Electroencephalogram (EEG) to capture the brain's response to emotional stimuli. This intimate glimpse into the neurological echoes of human emotion served as the foundational element for the artwork. The recorded brain activity, a direct representation of how we process and respond to the world without words, was transformed into a dynamic point cloud system. This system, driven by the raw data of human emotion, materializes on the canvas as a vibrant, ever-shifting constellation of points. Each point, a beacon of individual emotion and thought, coalesces into a larger narrative of universal connection and energy flow.

YEAR: 2022
EDITION: MAXIMUM OF 30
PRINT: FA ARCHIVAL PAPER PHOTO RAG METAL, WOODEN FRAME, GLASS
MEDIUMS: TOUCHDESIGNER, BCI, ADOBE PHOTOSHOP

031

Kinnetic Echoes

YEAR: 2023 **EDITION:** MAXIMUM OF 30 **PRINT:** FA ARCHIVAL PAPER PHOTO RAG METAL, WOODEN FRAME, GLASS **MEDIUMS:** PYTHON, MEDIAPIPE LIBRARY, TOUCHDESIGNER, ADOBE PHOTOSHOP, SONY A6400

"Kinetic Echoes" hinges on the process of machine vision, particularly the application of pose recognition. This technology is designed to identify human figures in images and videos, breaking down the body into a series of key points, often referred to as landmarks. Pose recognition leverages machine learning algorithms to estimate the position and orientation of these landmarks in real-time. As the dancer moves, the system continuously detects and tracks 33 landmarks spanning the entire body.

This process of pose recognition forms the basis of our data collection. It's an intricate dance between art and science, as each movement of the performer becomes a data point, a piece of the puzzle that, when combined, forms a dynamic, evolving portrait of human expression, brought to life within the digital landscape of the point cloud.

This use of machine vision allows us to connect physical movement and digital.

Cognitive Waveform

032

Cognitive Waveform (Thought) visualizes the abstract and fluid processes of human thought. The artwork represents cognition as a series of wave-like patterns, symbolizing the continuous flow and evolution of ideas. It explores the dual nature of thought as both structured and chaotic, highlighting how new information reshapes our mental landscape. By portraying thought, the piece emphasizes the nature of consciousness and the interplay between order and disorder in the mind.

YEAR: 2022
EDITION: MAXIMUM OF 30
PRINT: FA ARCHIVAL PAPER PHOTO RAG METAL, WOODEN FRAME, GLASS
MEDIUMS: 3D SCAN, TOUCHDESIGNER, ADOBE PHOTOSHOP

03

In Closing

Everything we forgot to mention before this.

Steve's works are presented printed on high-quality FA Archival Paper Photo Rag Metal, and optionally framed in a white or black wooden frame, protected by glass.

Thank you.

From Steve Zafeiriou, thank you for your attention to detail and your unwavering support.
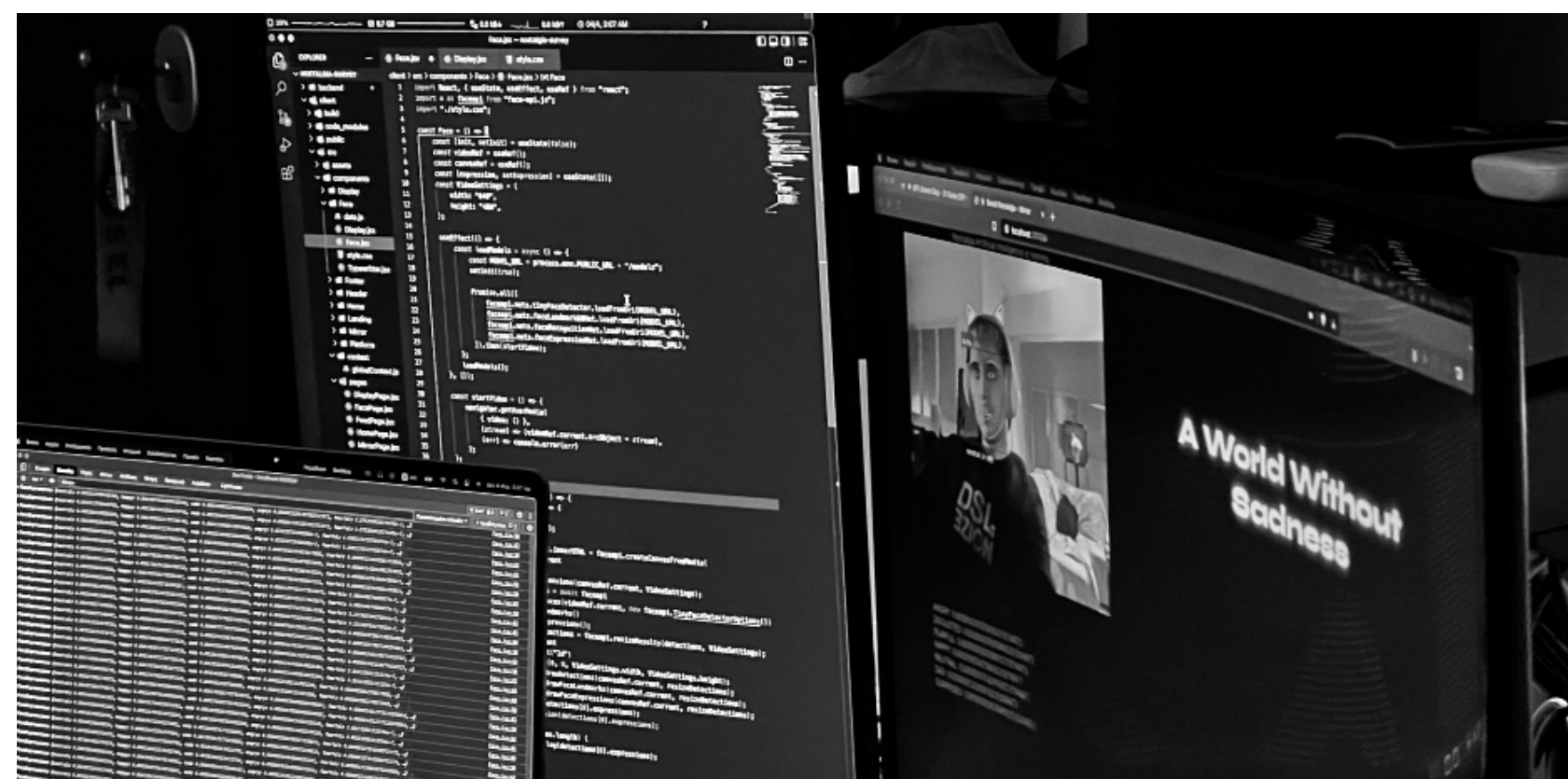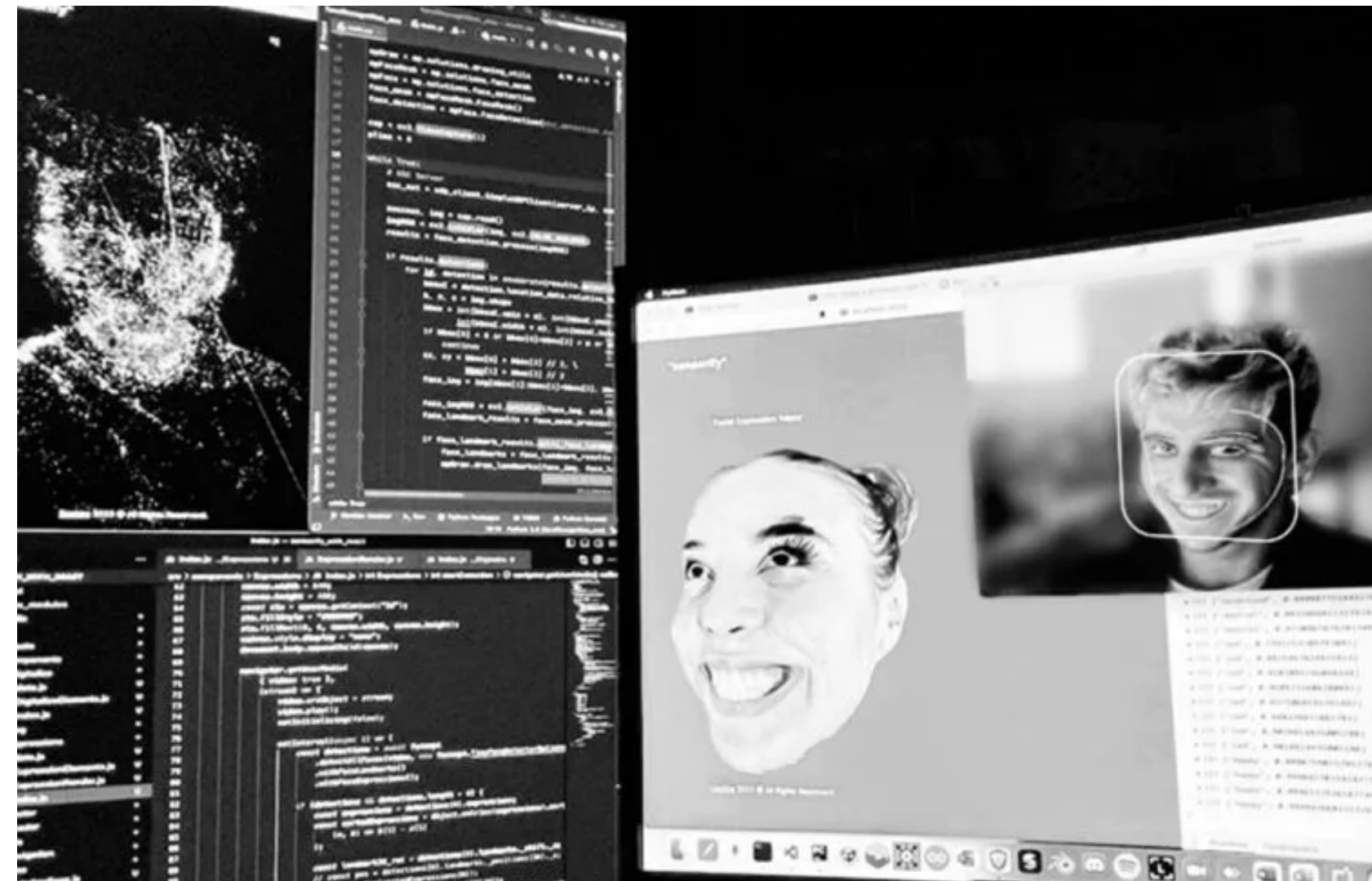
If you need any help or have any questions, especially when reviewing this document, please do not hesitate to reach out to steve@saphirelabs.com.

035

Images.

036

Printed, Framed, Signed Shots

Steve's digital artworks are printed into high-quality FA Archival Paper Photo Rag Metal, signed, numbered and framed with wood and glass.

Images.

037

Images.