

Iro Laskari

Assistant Professor



School of Applied Arts and Sustainable Design



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Curriculum Vitae

Iro Laskari is an Assistant Professor at the Hellenic Open University, School of Applied Arts and Sustainable Design, on the subject of "Visual Communication, Visual Perception and Audiovisual Synthesis in Augmented Digital Environments".

She holds a PhD from the Department of Communication and Media Studies of the National and Kapodistrian University of Athens and her research focuses on "Generative Audiovisual Narratives". She holds a Maîtrise and DEA from the University of Paris 8, as well as a Master's degree from the Ecole Nationale Supérieure des Arts Décoratifs (ENSAD), Paris, in "Interactive Research". She is a graduate of the Graphic Design Department of TEI of Athens. He has participated in conferences and exhibitions in Greece and abroad. Her research includes writing educational content for higher education.

She has taught at undergraduate and postgraduate level since 2002 (School of Applied Arts and Sustainable Design - Hellenic Open University, Department of Digital Arts and Cinema - National and Kapodistrian University of Athens, Department of Cultural Technology and Communication - University of the Aegean, Department of Communication and Media Studies - National and Kapodistrian University of Athens, Department of Graphic Design and Visual Communication - University of West Attica).

Publications and applications

Publications and conference papers deal with the concept of non-linear visual and audio narrative, which is

- sometimes articulated with the help of genetic algorithms in a generative way ("Producing cinematographic narration by making use of Artificial Life techniques", December 2006 (Milan), 9th World Congress of Generative Art 2006, Politecnico di Milano University),
- sometimes composed by the juxtaposition of recorded video in physical reality leading to augmented reality environments ("Creating algorithmic audiovisual narratives through the use of Augmented Reality prints", Technoetic Arts: A Journal of Speculative Research, Intellect Ltd Editorial, Issues 17.1 & 2)

- sometimes resulting from the visual application of fundamental theories of artificial intelligence ("Live puzzle: kaleidoscopic narratives through spatio-temporal montage", Technoetic Arts, Vol 8 Issue 2)
- sometimes it is part of the field of BioArt ("BioArt and Generative Synthesis", June 2008 (Piraeus), e-MobiLArt: Athens Interactive Media Artists Workshop)
- almost always playful ("Play as a dominant element of art in the era of its digital reproducibility", October 2006 (Athens), Medi@terra 2006)
- but always respects and exploits the principles of semiotic and visual (and non-visual) communication ('Message-Medium-Rules: the triptych of effective information diffusion', November 2007 (Athens), EUTIC International Conference 2007). The above titles are indicative.

He has designed and constructed visual installations, as well as commercial-promotional material, using and applying the theories and practices of Narrative, Visual Communication and Audiovisual Composition, Semiology, Cinematic Language, Artificial Intelligence Theory and Artificial Life. Indicatively, the visual interactive and generative installation entitled "Live puzzle: what are you looking at?", the design of brand logos as well as packaging, posters and cards, trade stands, promotional videos and animations, corporate social media campaigns, etc.