NILOOFAR BANIASADI

Art Researcher | Interdisciplinary Artist | Digital & Video Artist | Carpet Designer & Researcher
Tehran | Iran | 1993

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RESEARCH STATEMENT

My approach to creation is interdisciplinary, focusing on the intersection of tradition and new media _technology_ deeply rooted in the hidden geometry of the carpet. Here, the knots serve as primal codes for understanding order and entropy. As a medium in the history of visual culture, the Persian carpet can be seen as an encoded system; as if the knots were a precursor to the logic of pixels and algorithms. Furthermore, for me, it serves as a framework to interpret the Euclidean system in juxtaposition with non-Euclidean geometry, depicting classical structures through the lens of fractal geometry.

I reinterpret this structure using digital tools within the language of video art, bridging concepts of tradition and contemporaneity in a fluid space. Thus, I perceive art as a platform for translating this historical memory in connection with the sciences and new media arts.

EDUCATION & RESEARCH

MA, Carpet Research - Isfahan University of Art, Iran ***2020 – 2024***
GPA: 19.5/20. (Thesis defense grade: 20/20)
Thesis: " Investigating the Geometric Features of Safavid Carpets through the Fractal Geometry Approach."
Five V&A case studies; formal analysis, hidden/ visible geometry, self-similarity, repeatability/ scalability and fractal dimension.

BA, Carpet Design - Shiraz University, Iran ***2012 – 2016***
GPA: 17.87/20.

RESIDENCY, AWARDS & RECOGNITION

Chicago Amarcord Arthouse Television Awards, USA. ***Oct 2025***
Semi-Finalist.

Noirlac Abbey Art Residency ; Bruère-Allichamps, France. ***Sep-Oct 2024***
Supported by the French Ministry of Foreign Affairs, ACCR, and Abbaye de Noirlac; video art and live Performance with original score by Haddad Heydari.

First International Handicrafts Festival; Tehran, modern carpet design. 2nd Place. ***Oct 2021***

National Annual Exhibition of Digital Coloring and Dotting, Carpet Museum of Tehran. ***Dec 2018***
Selected Work.

SELECTED EXHIBITIONS & SCREENINGS

SENSES International Art Fair; Lecce, Italy - Awakened Dawn ***Dec 2025–Jan 2026***
Charlotte Asian Film Festival; North Carolina, USA - Fractal Geometry of the Carpet, Flower of Life ***Sep 2025***
Filmmaker Sessions Vol. 8, Lift-Off Global; UK – Online - Fractal Geometry of the Carpet ***Aug 2025***

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Persian Glance, Magmart Festival; Naples, Italy - ACQUEDOTTO AUGUSTEO – Hidden Geometry ***May 2025***
Glitch Art in 'Souls for Tech'; Sulmona, Italy - Sacred Geometry of the Carpet ***Apr 2024***
Hidden Geometry & Glitch Art, Platform 101; Tehran, Iran - Rischee29 - Sacred Geometry ***Mar–Apr 2025***
Fonlad Festival, International Video Art Festival; Coimbra, Portugal - Flower of Life ***Oct 2024***
Geometry of Creation, Platform 101; Tehran, Iran - E1 Art Gallery - Fractal Geometry ***Sep–Oct 2024***
Glitch Art Brazil, Platform 101; Online Exhibition's fourth edition, Brazil - Flower of Life ***Dec 2023–Apr 2024***
The Wrong Biennale' 6th edition, Glitch Art; Spain - Fractal Geometry of the carpet ***Nov 2022–Mar 2023***
Fubar Space, Glitch Art Festival; Zagreb, Croatia - Glitch Cinema – Flower of Life ***Oct 2023***

SELECTED PROFESSIONAL CARPET PRACTICE

2016–2025, Independent / Freelancing / commissioned carpet design - handmade and machine-woven projects, including:

Makous | Branding & Creative Communication Studio ***2023-2026***
• Art Director — Visual Identity & Creative Content; Part-time – Remote.
Fartak | Web Development & Digital Design Studio ***2023-2026***
• Art Director — Digital & Interactive Experiences; Part-time – Remote.
Sahand Carpet Co; Tehran, Machine-Woven Carpet Design ***2022-2023***
• Carpet Designer; modern/postmodern design; exclusive designer for VEEK Carpet Boutique; Full Time.
Mirmola Soraya Carpet Co; Tehran, Machine-Woven Carpet Design ***2021-2022***
• Tehran - modern, postmodern and classical carpet design; Full Time.
Padideh Faakhir / Vania Carpet Co; Tehran, Machine-Woven Carpet Design ***2018-2020***
• Tehran - modern, postmodern and classical carpet design; Full Time.
Mirmola Soraya Carpet Co; Tehran, Machine-Woven Carpet Design ***2017-2018***
• Tehran - modern, postmodern and classical carpet design & Editor; Full Time.
Forouzaan Carpet Co; Isfahan, Hand-Made Modern Carpet Design ***2017-2026***
• Creative modern carpet design, commissioned directly by Mr. Alireza Forouzan; freelancing, remote.
Iran Carpet Co; Tehran-Hand-Made & Machine-Woven Carpet Design ***2016-2021***
• Classic carpet design commissioned directly by Mr. Behrad Jam (Jebeli); additional commission; remote.

ONGOING ARTISTIC & RESEARCH COLLABORATIONS

Fartak | Web Development & Digital Design Studio – Tehran; Art Director | Digital & Interactive Experiences ***2023-2026***
Makous | Branding & Creative Communication Studio -Tehran; Art Director | Visual Identity & Creative Content ***2023-2026***
Famori Studio -Tehran; Researcher ***2021-2025***
Platform101 -Tehran; Researcher | Designer | Video Artist ***2021-2025***

PRACTICE FOCUS

Persian carpet as visual system · hidden geometry · part–whole relations · fractal-informed analysis · self-similarity · repetition · symmetry · scale · digital transformation · glitch · moving image · interactive research · audience testing . Visual Identity & Creative Content . Digital & Interactive Experiences .

SELECTED SKILLS

Academic research; Traditional & Carpet design; Character Design; Digital painting; Making video art; Digital Art; Motion design.
Software: Adobe photoshop, Indesign, Illustrator, After effects, Premiere; AI Tools.

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