STEVE ZAFEIRIOU

New Media Artist, Technologist,
Founder Saphire Labs

Services

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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 Saphire Labs' artistic practicies, and portfolio that we hope will help you communicate our values, realize our vision, and reinforce our brand.

Sincerely, welcome to Saphire Labs catalogue of prints.

01

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.

004

A research & development laboratory powering human-centric technology .

Established in February 2022, our lab designs and constructs site-specific interactive installations that integrate material fabrication processes with digital systems. Each project is developed as a functional environment that incorporates electronics, computation, and physical structures to enable social interaction, implement gamification, and support brand–audience engagement.

The work of Saphire Labs is informed by human-centred methodologies, empirical research, and technical standards of implementation. Innovation is approached as an iterative process that combines artistic inquiry, scientific analysis, and engineering practice. By aligning these domains, the laboratory develops installations that examine the relationship between human behaviour and technological systems in both public and commercial contexts.

005

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

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.

Short Resume

006

Selected Exhibitions

JUNE 2025 — Dark Tales x Steve Zafeiriou, Art – Literature – Philosophy, Alef Cilento Festival, Cardile, IT

JUNE 2025 — Dark Tales x Steve Zafeiriou, Non Fungible Conference, Lisbon, PT

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

MAY 2025 — MATAROA AWARDS 2025, Thessaloniki International Contemporary Fair, 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

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

Performances

MAY 2025 — Qualia – AV Performance with NTH Dance Company (Choreography: Nadia Koutziampasi), National Theatre of Northern Greece

MAY 2025 — Qualia — Audiovisual Performance with NTH Dance Company (Choreography: Nadia Koutziampasi), Festival of Young Choreographers, National Theatre of Northern Greece

Awards

2025 — Tezos Developer Award

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

Exhibitions and Sales

Over the past two years, Saphire Labs has expanded its artistic and commercial activity through limited-edition works and interactive projects that combine advanced computational methods with museum-grade production. In this period Steve Zafeiriou has participated in 18+ exhibitions and performances across 5 countries, in collaboration with both public and private institutions including MOMus and the Saatchi Gallery (London).

Selected collectors (public & private):

The Municipal Public Benefit Enterprise of Kordelio-Evosmos
The Public Benefit Municipal Enterprise of Ampelokipi-Menemeni
Olympus Minerals SA
Ergocert SA
J'Adore Club Theatre

Personal Brand KPIs

Our audience spans **30k+ unique blog readers**, **3M+ impressions** across Steve's publications, and over **500k+ cross-platform video views**.

Every project ships with a documentation video, technical documentation sheet, care plan, and a signed certificate of authenticity.

02

Services.

Overview

Through generative algorithms, sensors, and interactive systems, Steve's work transforms real-time data and human presence into evolving visual forms. This document outlines available services, commission models, consulting programs, and partnership opportunities offered directly through his studio.

A. Commissioned Interactive Installations & Sculptures

009

Bespoke, site-specific or portable installations and/or sculptures that combine sensors, microcontrollers, real-time data, and generative algorithms to create responsive visual or audiovisual experiences.

Applications

→ Museums and cultural foundations

→ Art festivals and exhibitions

→ Corporate and brand innovation programs

→ Private collectors seeking custom experiential art

The Process

Concept Development

Ideation based on theme, site, and interaction intent.

System Design

Sensor mapping, data behavior, and algorithmic structure.

Prototype Phase

Visual mockups and small-scale testing.

Installation & Calibration

On-site setup, testing, and final tuning.

Documentation

Video and technical report for archival purposes.

Pricing

Starting from	€3,000 (local)
International commissions from	€5,000

*COST VARIES BASED ON SCALE, AND COMPLEXITY. THE TIMELINE IS 6–24 WEEKS DEPENDING ON CONCEPT AND SITE ACCESS.

B. Generative PRINT or DIGITAL Editions

010

Unique printed or digital editions generated from autonomous systems or real-time data, minted on Ethereum, Base or Tezos.

Each piece represents a self-evolving visual process rather than a static image.

Collector Benefits

→ Full digital provenance

→ Access to limited-edition unlockable content (concept notes, process footage)

→ Option for physical or screen-based display frame integration

Delivery

Printed, NFT or both + artwork booklet + numbered and signed certificate of authenticity.

Pricing

Limited Editions:	€550 – €5,000
Custom Data-Driven Comissions:	€2,000+
Institutional or branded digital commissions:	4,500+

C. Custom Data-Driven or AI-Driven Systems

011

Development of autonomous systems that convert live data (emotional, environmental, social, or behavioral) into artistic output or drive other systems.

Use Cases

→ Real-time public installations

→ Corporate spaces, Fashion brands and innovation labs

→ Scientific or behavioral data visualization projects

→ Art-tech research collaborations

The Process

Data selection & behavioral mapping

Algorithmic and visual design

Hardware integration (sensors, microcontrollers, real-time interfaces)

Deployment and calibration

Optional maintenance and updates

Pricing

Full system design and deployment **from**	€4,000 (local)

*ANNUAL SUPPORT AND UPDATE PLANS AVAILABLE UPON REQUEST.

D. Consulting & Technology Design for Art-Tech or/and AI Integration

012

Consulting sessions and project-based collaboration for institutions, galleries, and brands integrating technology into art, marketing or visitor experiences.

Core Areas

→ Sensor systems and interaction design

→ TouchDesigner / Web Frameworks / Hardware integrations

→ Exhibition planning for interactive works and experiences

→ Digital provenance & blockchain-based curation

Formats

1:1 consulting (remote or on-site)

Institutional technology design partnerships

Short-term R&D collaborations

Pricing

Hourly Consulting starting from	€50/hour (remote)
Project Partnerships from	€2,500 – €10,000 *

*DEPENDING ON DURATION AND SCOPE.

E. Workshops & Lectures

Educational sessions designed for artists, technologists, and institutions seeking to integrate interactive and autonomous systems, sensors, and generative algorithms into their creative or research practice.

These programs emphasize hands-on, technical exploration; empowering participants to transform data, behavior, and perception into dynamic artistic systems.

Core Focus Areas

→ **Microcontroller Systems (ESP32, Arduino, Raspberry):** Building responsive environments and interactive interfaces.

→ **Sensor Integration & Human Interaction:** Translating movement, emotion, or environmental input into digital behavior.

→ **Generative Systems & Algorithmic Design:** Techniques to create evolving visual and sonic compositions using TouchDesigner (for beginners only) or Javascript.

→ **Data Behavior & Real-Time Feedback:** Structuring systems that adapt continuously to external or human-driven data streams.

→ **System Design for Installations:** Engineering stable, exhibition-ready systems for public spaces, galleries, or institutional use.

→ **Custom Course Design:** Tailored educational programs built around institutional needs, project themes, or interdisciplinary collaboration, from short intensive sessions to multi-week residencies.

Offered Formats

Guest Lectures

Technical introductions for universities and cultural institutions or private communities.

Artist Masterclasses

Workshops focusing on system building and generative practice or workshops for non-technical artists / introduction to coding or electronics.

Custom Course Design

Development of bespoke curricula combining technology, interaction, and creative process.

Pricing

Workshops:	€800 – €3,500
Guest Lectures:	€300 – €1,500
Residency / Institutional Programs:	Custom pricing based on scale and duration
Custom Course Design:	Quoted individually per project scope

F. Sponsorship & Partnership Opportunities

014

Steve Zafeiriou's practice extends beyond creation; it operates as both an artistic and educational ecosystem that connects technology, human behavior, and perception.

Through exhibitions, public works, and educational outreach, the studio provides unique opportunities for brands, institutions, and patrons to engage meaningfully with the evolution of digital culture.

Professional Reach &

→ 18+ exhibitions across 4+ countries, including the Saatchi Gallery, MOMus and more.

→ Artworks collected by both Public and Private Institutions, including municipal and corporate collectors.

→ 30,000+ blog readers and over 3m+ impressions across studio publications and over 500,000+ views across social media.

→ Multiple Awards such as the Tezos Developer Award and People's Choice, Doncaster Art Fair.

Available Sponsorship Options

Studio Sponsorships: Support ongoing artistic and research projects within the studio. Includes public acknowledgment in credits, research documentation, and media publications.

Exhibition Sponsorships: Collaborate on site-specific or traveling installations. Partners receive brand or institutional co-branding across exhibition materials, catalogues, and digital documentation.

Educational Sponsorships: Fund or co-host workshops, lectures, and educational programs focusing on creative technology, generative systems, and human–machine interaction. Includes recognition in all event-related media and permanent online credits.

Content Sponsorships: Leverage Steve's digital presence through sponsored educational content or research-based features on art-tech innovation, perception systems, and data aesthetics. Ideal for technology brands, institutions, or platforms seeking authentic association with the intersection of art, technology, and human behavior. Sponsors receive integrated visibility through articles, videos, and educational resources distributed to the studio's international audience.

Custom Partnerships: Every partnership is built to reflect shared values: innovation, cultural dialogue, and the exploration of digital perception. Custom collaborations may include co-branded research, institutional residency programs, or long-term content initiatives.

Pricing

Short-Term / Project-Based Sponsorships:	€1,500 – €10,000
Annual Sponsorships:	€20,000+ *

*INCLUDING CO-BRANDED CONTENT, ACKNOWLEDGMENT IN PUBLIC EXHIBITIONS, AND INCLUSION IN STUDIO COMMUNICATIONS.

015

F. Sponsorship & Partnership Opportunities (continue)

Outcome for Sponsors

→ Direct alignment with cutting-edge creative technology and artistic innovation.

→ Association with an internationally recognized new media artist working across multiple disciplines.

→ Presence in both digital and physical contexts: exhibitions, articles, installations, and educational programming.Shared visibility across a diverse audience of technologists, curators, collectors, and cultural institutions.

G. Licensing & Use Rights

Alongside commissions and editions, Steve's Lab offers licensing arrangements that allow partners to use, replicate, or deploy systems, artworks, and reports under controlled and contractual terms. Licensing enables institutions, brands, galleries or developers to run or exhibit projects without exclusive ownership, while benefiting from ongoing support, customization, and provenance protocols.

Pricing

Base license fee (non-exclusive, small scale):	from €1,700
Expanded non-exclusive license (larger scale, multiple venues, longer duration):	€3,000 – €25,000
Exclusive license (single-site, time-limited, or region-exclusive):	€25,000+ (quote depends on scope)
Educational / curriculum license (non-exclusive classroom use):	from €3,000

ANNUAL SUPPORT & UPDATE RETAINER: OPTIONAL, NEGOTIATED AS PART

OF THE LICENSE AGREEMENT (TYPICALLY 10-15% OF LICENSE FEE)

What Can Be Licensed

→ **Konnekt Index Software:** Full system package, including curated feed pipeline, NFT-module logic, alert watchlist functionality, and distribution interfaces (white-labeling).

→ **Interactive Installation Designs:** Non-exclusive exhibition rights to installations (physical or digital), including behaviour rules, sensor mappings, algorithmic parameters, and display modes.

→ **Generative Content Frameworks:** Algorithmic modules that evolve based on input streams; tailored visuals, sound, or motion behaviour; optionally white-labelled.

→ **Educational & Course Material Bundles:** Workshop-masterclass curriculum, course outlines, technical toolkits, and documentation (non-exclusive, classroom / institutional use).

How Licensing Works

Initial Inquiry: License scope, desired usage, duration, exclusivity, venues, digital channels.

Proposal & License Draft: Delivered with terms, fee schedule, usage rights, deliverables, and maintenance outline.

License Agreement Signing: Formal contract specifying rights, deliverables, payment, scheduling, attribution, and support.

Delivery / Deployment: Hand-over of license materials, user documentation, alerts/user interface, technical support protocols.

Ongoing Support & Reporting (optional): Firmware, software, or algorithm updates; usage monitoring; usage reports if required; renewal negotiation.

017

G. Licensing & Use Rights (continue)

Outcome

Licensing provides an alternative to commission ownership; enabling partners to leverage Lab's systems, aesthetics and technology, while preserving the artist's rights, integrity, and capacity to support.

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Commissioning Procedure

Steve's process is structured to guide your project from its initial concept to full deployment with clarity, collaboration, and quality assurance. We follow a six-step workflow that maps the creative and technical journey.

→ STEP 1. Contact via email or website form including desired service, theme, and location.

→ STEP 2. Discovery Call: 30-minute consultation to define vision, scope, and system type.

→ STEP 3. Proposal & Concept Sketch: Delivery of a visual and technical outline, timeline, and estimated cost.

→ STEP 4. Contract & Deposit: 50% deposit required to initiate production (non-refundable)

→ STEP 5. Development Phase: Regular updates with visual and data previews.

→ STEP 6. Delivery & Documentation: Installation or digital deployment, accompanied by documentation, booklets, and system overview.

Contacts.

Steve Zafeiriou

PERSONAL INFO

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