

WEB ART

# Project

**Bunjevke: Ecofeminism &  
Memory Culture**

[BUNJEVKE.ECOFEMINIZAM.COM](http://BUNJEVKE.ECOFEMINIZAM.COM)

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## PROJECT DESCRIPTION

*BUNJEVKE is a web-based artwork that transforms digital space into a living field of memory. The project weaves together photography, text and archival fragments to create an open, non-linear structure where memory is not stored, but continuously reactivated.*

*Rather than functioning as an informational platform, the website itself operates as the artwork. Its fragmented architecture reflects loss, interruption and historical erasure, while allowing suppressed narratives to re-emerge through digital presence. The work resists closure and remains intentionally unfinished.*

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# CONCEPT

The project investigates how Bunjevic women's collective memory, ecological awareness and cultural disappearance can be translated into digital form without becoming static documentation. Fragmentation is used as a core artistic method: images remain partial, texts are interrupted, navigation is open-ended.

This instability mirrors the nature of memory itself. The digital environment becomes a site where absence is not hidden, but rendered visible and active.

## RELATION TO THE THEME “METAMORPHOSIS”

BUNJEVKE directly engages with the theme Metamorphosis by transforming loss into digital life. What is endangered, silenced or erased is not preserved as a relic, but translated into an ongoing process of becoming.

The project exists between Being and Becoming, where memory is fluid, vulnerable and regenerative. Through the web as a living medium, disappearance is reshaped into presence, and remembrance becomes an act of responsibility.



## RELATION TO THE THEME

### “METAMORPHOSIS”

BUNJEVKE, the web is not a neutral container but the primary artistic medium. Non-linear navigation and the absence of hierarchy dismantle traditional archival logic and introduce fragmentation as a conscious artistic strategy. The visitor navigates through fragments rather than conclusions.

Captions:

Fragmented textual narrative

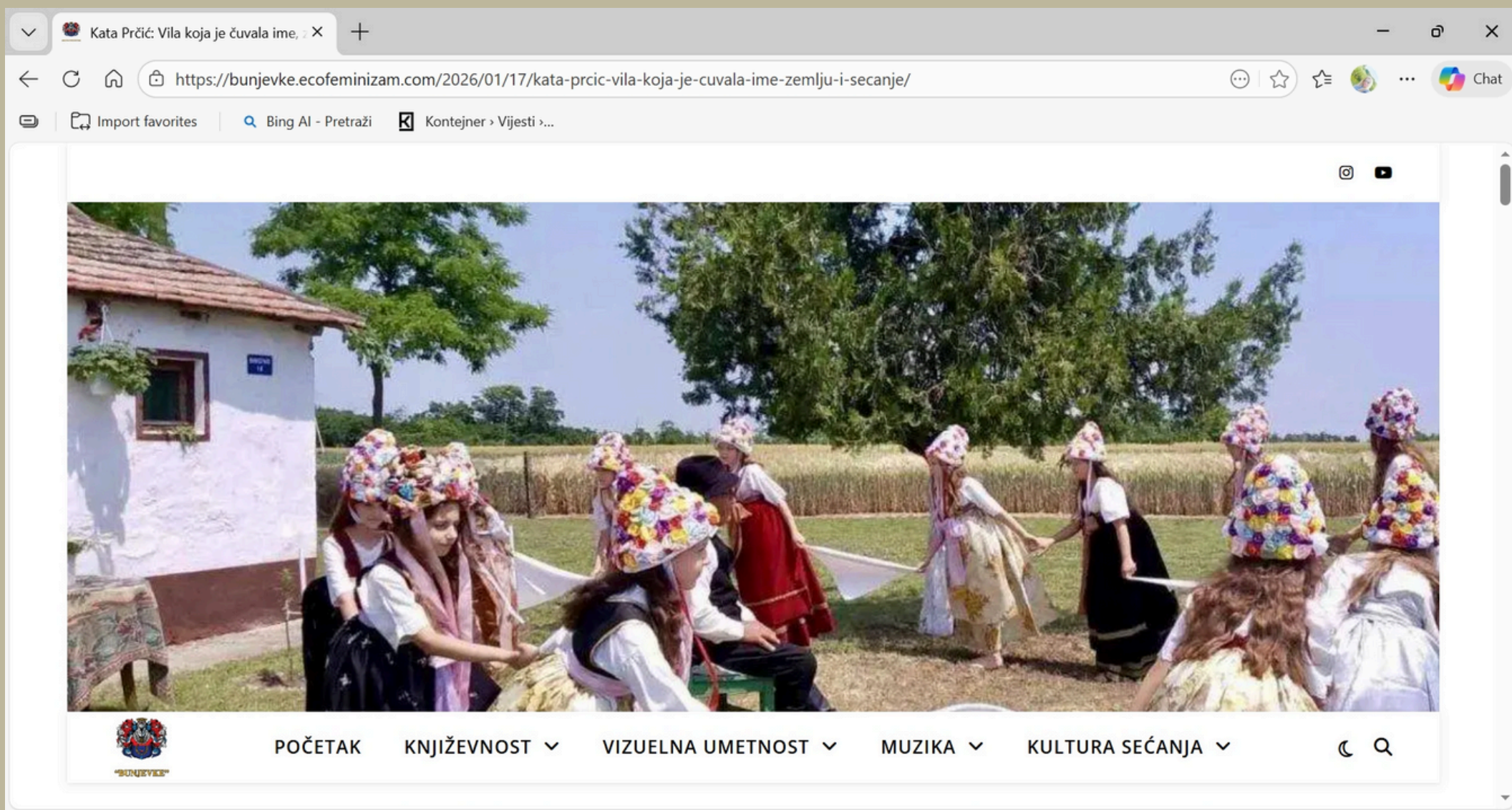
Photographic layer within the digital space





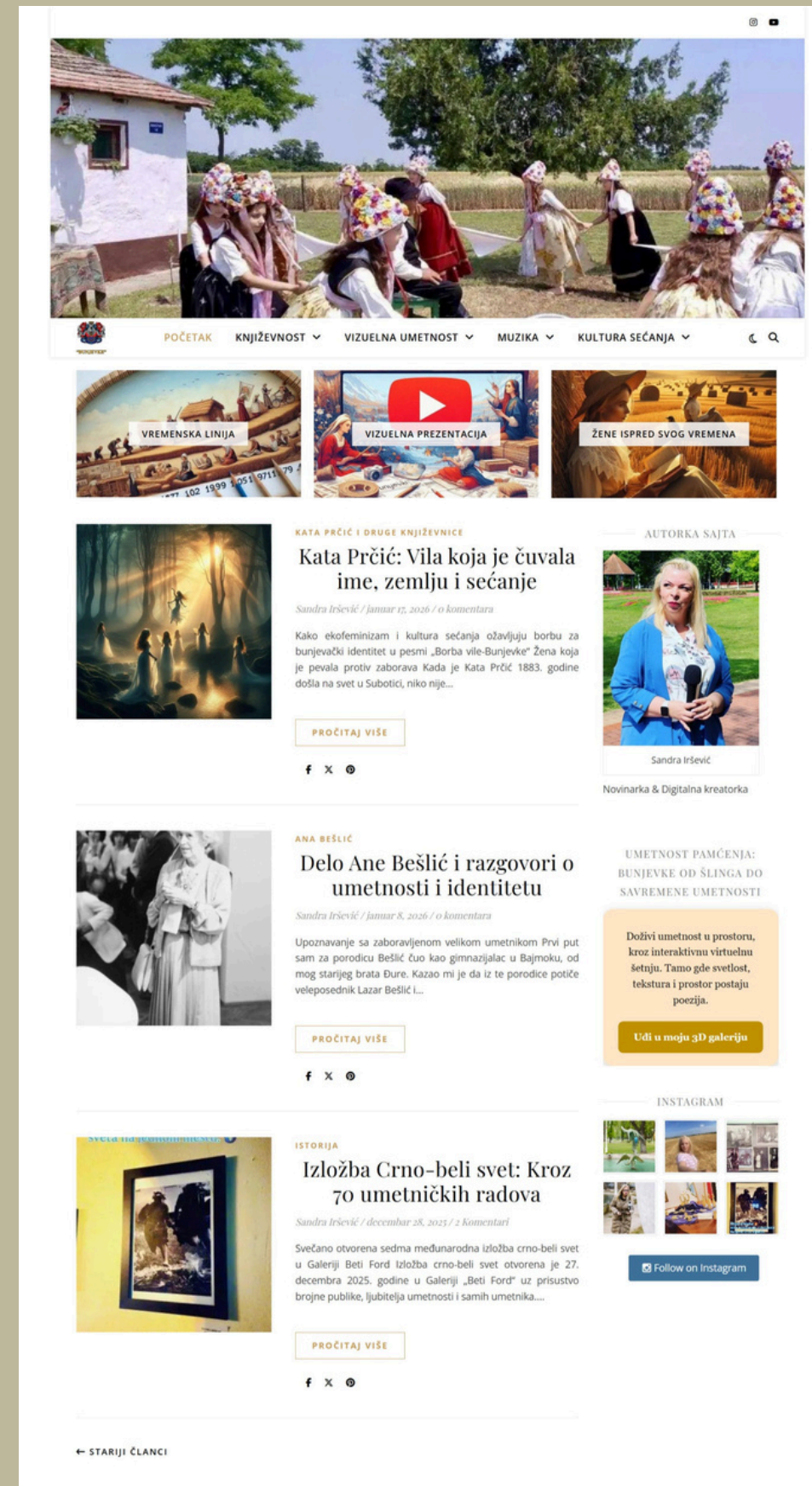
WEB ART **is a** FORM  
EXPRESSION **of**





**Hero image: Traditional Bunjevke girls performing a folk dance in the fields – a living symbol of collective memory, female strength, and cultural continuity. Screenshot from the portal bunjevke.ecofeminizam.com**

**Screenshot of the homepage – overview of the digital archive "Bunjevke: Ecofeminism & Memory Culture".**



# AI-regenerated Bunjevke vila as nature-techno hybrid - core metamorphosis element"





Metamorphosis: AI-regenerated Bunjevka vila in traditional nošnja – fusion of folklore decay and digital renewal



Authentic Bunjevka folk costume



Original 1941 Bunjevke calendar cover featuring Bunjevka in traditional costume – historical source for digital metamorphosis



# ARTIST STATEMENT

My work explores memory, loss and care through digital space. I am interested in fragments, interruptions and silence, and in how technology can function as a site of responsibility rather than extraction. I approach the web as a living medium, capable of carrying fragile narratives that resist closure.



# KEEP IN **touch**



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**THE MORNING OVER THE PUSTA” – PHOTOGRAPHIC  
PROJECTION AT THE INTERNATIONAL EXHIBITION OPEN ART  
AOL, THE HOLLY ART, MADRID, SPAIN.(2025, 4-6. SEPTEMBER)**

# THANK YOU

## Sandra Iršević

*Web Art is a living space where memory,  
image, text, and voice converge to  
become experience. It is not a record of  
the past, but a process of transformation,  
where histories that were silenced or  
forgotten are given presence and form  
through digital interaction.ce.*