

FA09



FEATURE ARTIST

# Alessandra Balzani

# WET





## Alessandra Balzani

Italy

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With over twenty years of experience in visual communication, UI/UX design, and senior web design. Today I focus primarily on creating AI-generated images and videos. I work with advanced platforms such as Flora, Caimera, ImagineArt, Lumoo, and Higgsfield. For video creation, I use Kling, Invideo, Dreamina, and other next-generation tools. I integrate AI into fashion, design, and communication, developing concepts, lookbooks, and virtual models. I create high-impact visual content for brands, professionals, and creative projects. I use prompt engineering, image-to-image, inpainting, and outpainting techniques. I combine AI with professional post-production to achieve maximum realism. AI is the core engine of my creative process.



# Alessandra Balzani



thewomenof.ai





## //PROMPT SHARE

A cinematic, gritty horror photograph of an exhausted old clown in a backstage dressing room, sitting on a wooden chair at a vanity table. - The clown is removing a cracked porcelain clown mask from his face, hands raised, revealing a gaunt, wrinkled, pale face with smeared black-and-white makeup and dark, tired eyes. - The vanity table is cluttered with multiple broken and intact clown masks, makeup brushes, powder, lipstick, small bottles, and scattered props; a wilted bouquet of dark roses sits in a vase. - A large mirror reflects the clown and the room, adding depth; several masks lie in the reflection. - Thick theatrical smoke/fog fills the room, drifting across the scene, creating a moody, haunted atmosphere. - Warm tungsten light from exposed hanging bulbs (Edison bulbs) casts soft amber highlights and deep shadows; dusty air, light rays visible through the haze. - Background: worn wooden walls, peeling paint, tattered curtains to the left, grimy, decayed theater backstage vibe. - Costume: vintage ruffled clown suit, stained and frayed, muted beige tones with faded red pom-poms; overall distressed, weathered textures. - Color grading: desaturated sepia/brown palette with subtle reds, high contrast, filmic look, slight grain. - Composition: subject slightly left of center, vanity table on the right leading lines toward the mirror; shallow depth of field with soft bokeh on background lights. - Camera/photography feel: 35mm cinematic still, medium shot, eye-level angle, realistic skin and fabric detail, ultra-detailed, sharp focus on face and mask. - Negative prompt - cartoon, anime, CGI look, clean modern room, neon colors, bright daylight, smiling happy clown, oversaturated, low detail, plastic skin, extra limbs/fingers, distorted hands, unreadable mirror artifacts, text, watermark, logo, frame. - Suggested parameters (optional) - Aspect ratio: 16:9 - Style: photorealistic, cinematic horror, film grain - Lighting: warm tungsten practicals + heavy haze - Depth of field: shallow, subject-focused





“ Each piece becomes a visual dialogue between instinct and innovation, inviting viewers to reflect on their own emotional landscapes.

## WHAT MESSAGES DO YOU CONVEY WITH YOUR ART?

My art explores the intersection between human emotion and digital imagination. I'm drawn to themes of identity, transformation, and the invisible narratives that shape our inner worlds. Through surreal atmospheres, symbolic contrasts, and dreamlike compositions, I aim to reveal what often remains unspoken: vulnerability, strength, memory, and rebirth. My work questions how technology reshapes perception while preserving the essence of human experience. Each piece becomes a visual dialogue between instinct and innovation, inviting viewers to reflect on their own emotional landscapes. I strive to create imagery that resonates deeply, offering both introspection and a sense of visionary possibility.

## WHAT TOOLS AND TECHNIQUES DO YOU USE?

I work with a wide ecosystem of AI platforms to create high-quality images and videos. For visual generation, I use tools such as Flora, Caimera, ImagineArt, Lumoo, and Higgsfield, combining prompt engineering, style control, and advanced image-to-image techniques. For video creation, I rely on Kling, Invideo, Dreamina and other emerging AI video platforms to produce dynamic sequences, cinematic motion, and visual storytelling. I integrate these outputs with professional post-production workflows to refine lighting, textures, composition, and narrative coherence. This hybrid method allows me to merge cutting-edge AI capabilities with polished creative execution across editorial, fashion, and commercial projects.



# THE WOMEN OF AI

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