



VARYOX IS THE FIRST AZERBAIJANI AND ENGLISH LANGUAGE ART AND CULTURE PLATFORM IN AZERBAIJAN.
OUR GOAL IS TO ARCHIVE THE ARTWORKS OF AZERBAIJANI CONTEMPORARY ARTISTS AND MAKE THEM ACCESSIBLE
TO AN INTERNATIONAL AUDIENCE.



OUR VALUES AND TEAM

VarYox is a woman-led company co-founded by Sitara Ibrahimbayli, who is a multimedia artist, who has been also working as managing director. Starting out since 2018, we are committed to have a team consisting of different genders, sexual, religious and ethnic identities. Hence, VarYox has zero tolerance to any kind of discrimination based on one's identity. Our core values during the hiring process include diversity, inclusivity, equal opportunity and respect to our values.

OUR INTERNAL POLICIES



PSEA policy:

VarYox has a zero tolerance for sexual exploitation and abuse. VarYox will not tolerate its staff, associates, partners or any other representatives associated with the delivery of its work to engage in any form of sexual exploitation or abuse. Vulnerable adults, women and children are particularly at risk of sexual exploitation and abuse. VarYox is committed to protecting all communities that the organisation works with from sexual exploitation and abuse at all times.

The purpose of the PSEA Framework, including the policy, procedures and resources, is to establish an outline of the importance of the framework and clear procedures. This policy ensures that all VarYox staff, associates, and partners are aware of their role and responsibilities in keeping communities and stakeholders safe from any form of sexual exploitation or abuse. The policy clarifies definitions and responsibilities regarding prohibited behaviour and the associated PSEA procedures outline the reporting and investigation processes.

For further information: [click here](#)

GENDER RIGHTS-BASED PROJECTS OF OURS

CAN YOU IMAGINE?

This video was produced within the framework of the "16 Days of Activism Campaign" dedicated to combating gender-based violence against women and girls.

LET HER STUDY

This video was produced to combat the drop out of girls from the school and to motivate girls to continue their education.

WISH I HAD A DAUGHTER

Together with the Gender Hub Azerbaijan social platform and the UNFPA, we carried out an awareness campaign with the hashtag #WishIHadDaughter on the topic of gender-based sex selection and reproductive health.

SELECTIVE ABORTIONS

The goal of this PSA is to promote the value of girl children by creating awareness among the population against cases of conscious termination of pregnancy on the basis of gender-based sex selection, which is increasing in Azerbaijan.

*LINK TO THE PROJECTS BY CLICKING

REFUGEES IN SAFETY

“Refugees in Safety”, a two-minute video, has been produced by VarYox media team based on the request of the UNHCR Representation in Azerbaijan to mark the 20 June World Refugee Day in 2022. The video contains views from the daily life of the Afghan refugee student Mahdiyya Hosseini who voices her story, views, and dreams plans with an emphasis on the advantages and disadvantages of being a refugee in Azerbaijan. Special focus is given to the right to safety and asylum, women empowerment, and inclusion.

TERPSIXORA

TERPSIXORA was shooted with the financial support of the European Union. When we received this support, we started the search for a woman hero who would tell us her history without hesitation and we crossed paths with Minira Babayeva. She told us her history, and we filmed her life.

FEMINIST MEN

This project is focused on the promotion of gender inclusivity in different spheres of daily life. The representative member of World Bank Zaur Rzayev is elaborating on the gender discrimination in the labor market of Azerbaijan.

EXHIBITION OF ABILOVA FIDAN

Photo exhibition of Abilova Fidan was held in Lankaran, Azerbaijan. The exhibition aimed to decentralize art and culture in Azerbaijan, together with promoting women in art and cultural spheres.

WOMEN IN PHOTOGRAPHY



[click here](#)

The photo exhibition “Women in Photography’” at Gazelli Art House Baku organized by VarYox.az on 25th May 2022 with the support of Danish Cultural Institute. The event featured selected photographs depicting female images by 21 local female photographers. The exhibition was supposed to take place only one day, but according to many requests, It was adjusted for two days.

The goal of the exhibition was to provide a platform to women photographers and contribute to the elimination of gender inequality in photography and in the art sector as a whole. Selected photos aimed to challenge stereotypes of femininity and draw attention to the diversity of being female in the world.

As part of the project, a one-day training about the sale of artworks was held by independent experts for women photographers who will participate in the exhibition on May 14.

The exhibited photos were sold to visitors, and the raised money was donated to a women’s shelter “Clean World” Women’s Association after the payment of commission to the participant photographers.

- 17 women photographers (11 onsite, 6 online) have attended the one-day training about a sale of artworks.
- Exhibition for the first day: 300 (+-) visitors
- The second day: 160 (+-) visitors

Her Sound



[click here](#)

DJing as an art form has a vital role in shaping the future of young people and in increasing gender equality.

In a world where young girls and gender minorities have to actively search for role models, in spaces and fields that are typically dominated by masculinity, this project have provided active mentorship with a genre-fluid, open approach to music.

The aim of the project was to strengthen the potential of women working in the field of music and to create a network among them.

A professional woman Music Producer/DJ Gaia from Israel came to Baku to train and share experience with the female DJs in Azerbaijan.

The trainings were focused on the capacity empowerment, creating a network among female DJs. After 4 full days of training an event was held where the women DJs together with trainer DJ Gaia performed their own music.

- 17 women have successfully finished the training
- The first female line-up electro music concert in Azerbaijan

EMPOWHER



[click here](#)

The project provided capacity empowerment training to 60 female artists and also offered a tutorial video series about digitalization, women's economic integration in the spheres of art and culture, networking, grant applications, etc., to broaden the target audience of the project. To increase efficiency, the 60 women were divided into three groups, and each group had 5 days of training with local and international experts. Besides empowering women in the arts, the project helped establish a network between the participants.

HER ART IN ACTION



[click here](#)

Since 2024, Her Art in Action has become a pioneering initiative in promoting women's creativity and cultural leadership in Azerbaijan. The first two editions successfully empowered over 200 artists, organized workshops with international experts, and engaged the wider public in discussions on art and social issues.

The festival traditionally opens each year on 8 March – International Women's Day, symbolically aligning with its mission of empowerment and equality.

Locations:

Gazelli Art House, Azerbaijani Artists' Union, 9 Senses, Azerbaijani State University, Art Academy, Old City

- Empower women artists through an open call, mentorship, and production support.
- Promote gender balance by increasing visibility and professional opportunities for women.
- Foster inclusion by engaging regional participants and students from Boarding School No. 11 in Bilgah.
- Build cultural capacity with workshops, talks, and portfolio reviews connecting local and international experts.
- Strengthen Azerbaijan's global cultural presence through an inclusive contemporary art event.
- Support emerging curators by enabling them to co-curate alongside Dr. Lesley Gray (PhD).

ROOTED HANDS



[click here](#)

Thirteen women artisans from Masally—among the last bearers of this endangered knowledge—embody both vulnerability and remarkable strength. What was once a means of survival has now been recognized as a vital cultural heritage and an important form of ecological dialogue. Recent Achievements & Development (2025–2026):

- Acquired new equipment for sustainable reed collection.
- Completed training with a Turkish mentor, learning new weaving techniques.
- Scheduled for advanced weaving workshops with a UK-based mentor in March 2026.
- Received training in marketing and brand development.
- Launched their own website to present and sell their work.
- Secured a new space in Masally that will soon serve as their dedicated studio and workshop.

Their work was exhibited twice at contemporary art exhibitions in 2025 and was also showcased internationally at Milan Fashion Week.

THANK YOU!