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ARCHITECTURE:
"HOME IN
THE WILD"

TAKE A TRIP:
"SINGAPORE"

ON THE MOVE:
"MASERATI
GRANTURISMO"

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A WORD FROM THE EDITOR

After the warm summer and vacations, we are back to our daily duties... September is a great period for the implementation of new ideas and the month that marks the beginning of the school for children, and on our pages you can see the suggestions for decorating children's rooms. Singapore, a city of the future, overwhelms with its spirit and beauty, and is home to one of the most interesting restaurants, Nautilus Project. We are introducing the design and architectural gems, luxury and splendour of Pandora jewellery, Maserati and Canados yacht, places to relax if your travels take you to Norway and a great wine, which you can enjoy in the autumn evenings...

Photo: L Design



INTERVIEW: ARIK LEVY

Designer, technician, artist, photographer, filmmaker, Levy's skills are multi-disciplinary and his work can be seen in prestigious galleries and museums worldwide. Best known publicly for his furniture design for global companies, installations, and limited editions, Levy nevertheless feels "The world is about people, not tables and chairs."

Hailing originally from Israel and moving to Europe in 1988, Levy currently works in Paris with his 20-strong team of designers and graphic artists, forming L design. Under the vision of Levy and his associate, Pippo Lionni, the firm also produces brand identities, packaging, signage, exhibition and interior design... Arik Levy was a guest lecturer at the 'Future?' conference, during this year's Belgrade Design Week, where we had a chance for a brief interview...

YOU ARE A DESIGNER, A PHOTOGRAPHER, A MOVIEMAKER, WHAT DO YOU ENJOY THE MOST ABOUT YOUR WORK?

In these fields, I enjoy the making; I enjoy being a part of a process that my brain controls. I'm not in control, my brain is

in control. I enjoy how, looking backwards mostly, because I don't think that I manage to see it while I'm working, when I look back, I see how a photo I took 5 years ago, maybe for a different reason or for no reason, connects with what I'm doing in this moment, today, in a completely different field. It is that moment, which is very gratifying, that you can really connect the different parts, put them together and they make sense. If it didn't make sense, it doesn't matter... It doesn't always make sense, it doesn't always happen, but when it happens, it's fantastic.

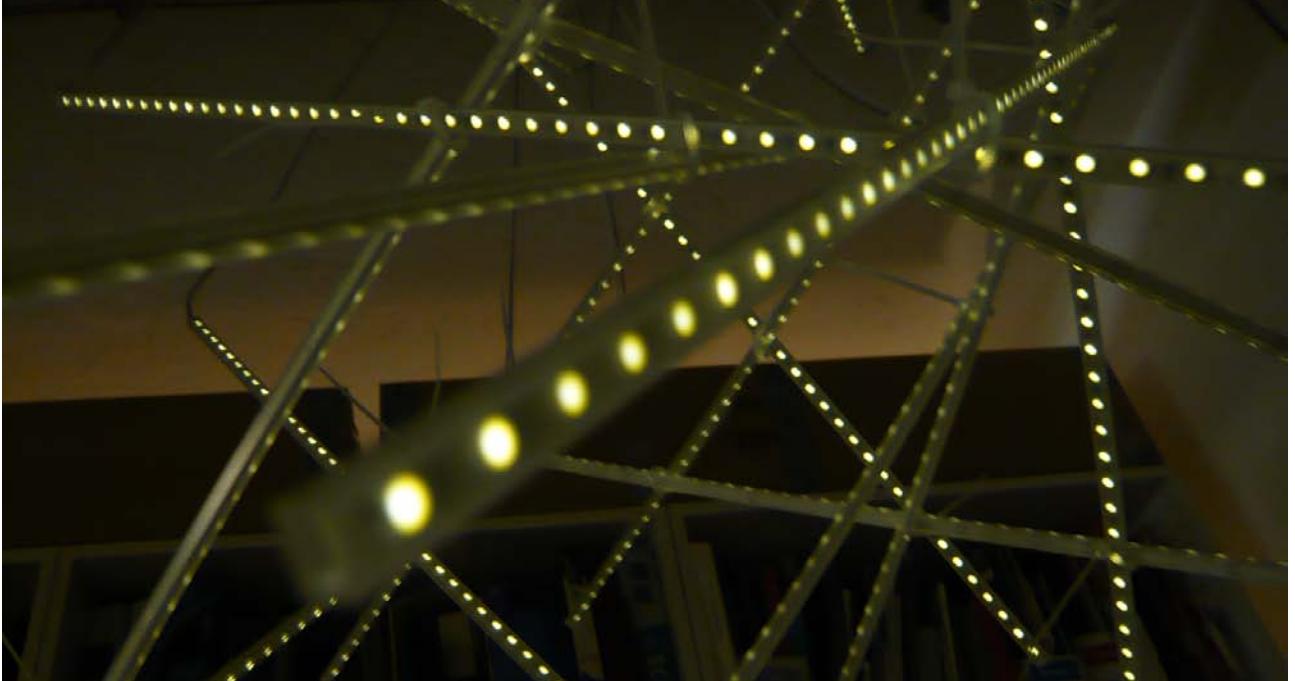
DID YOU ALWAYS WANT TO BE A DESIGNER?

I didn't know what a designer is, when I was young. But my grandfather, who passed away, had this electronic shop,

there was a transistor, which was very big, and it made this whoo, whoo, whoo sound... And it fascinated me. At that time, for me, it was magic, it was completely unbelievable, that this thing makes a recording, image... And I used to go every Friday to his shop, and go back ten times to the atelier where they repaired things, and asking how do they repair it, because they used to repair things, today we don't repair anymore, we can't repair... And I was fascinated by the parts, by the things, by people that worked, with how it comes together. And I invented machines, from my brain, and I would bring these machines to my grandfather, and I would explain to him what I've invented. And if it was good, I would get a kiss, I would get a tablet of chocolate, and I would cry if it wasn't good... I was told if it wasn't good. He would say,

even if I was his grandkid, "This is not good, this doesn't make sense, I don't like it. You have to do it again." And out of this crying... and I was so fascinated, I was so eager to have the moment in which I make it, to see, to make something interesting... I didn't know that it was called design, and I didn't think that it was something that I wanted to do. But intuitively, I was building and making, and it went through all the different times... after the army, I had a graphic design studio and a wind surfing shop, 'cause I'm a beach bum... So, in the winter, in the shop, I made things and I designed things, for the winter and the industry, because of necessity, I think in the winter people do better, and improve the equipment, by necessity. And in the design studio I did graphic design, with a deductive approach, to understand how the machines





work. But today, the designers don't even know how a printer works. The just press the print button and they don't even know, they don't understand a five color printing machine; they don't know what I'm talking about! I know, because I had to spend time to understand it. I did a color separation by hand. It would take hours and days to layout a page, a single page... You have to understand a full process, you need to have intuition, you need to have an idea, a clear idea.

DO YOU THINK THAT THIS IS WHAT MAKES A TRUE DESIGNER?

What makes a true designer is to understand what you do. Today, you're not a designer because your father has brought you a Macintosh or a Photoshop. You either have the passion or you don't, you understand what you are doing or projecting, or you don't. If you don't ... For some people it's OK, if you do a logo for a friend of the family and you're not paid,

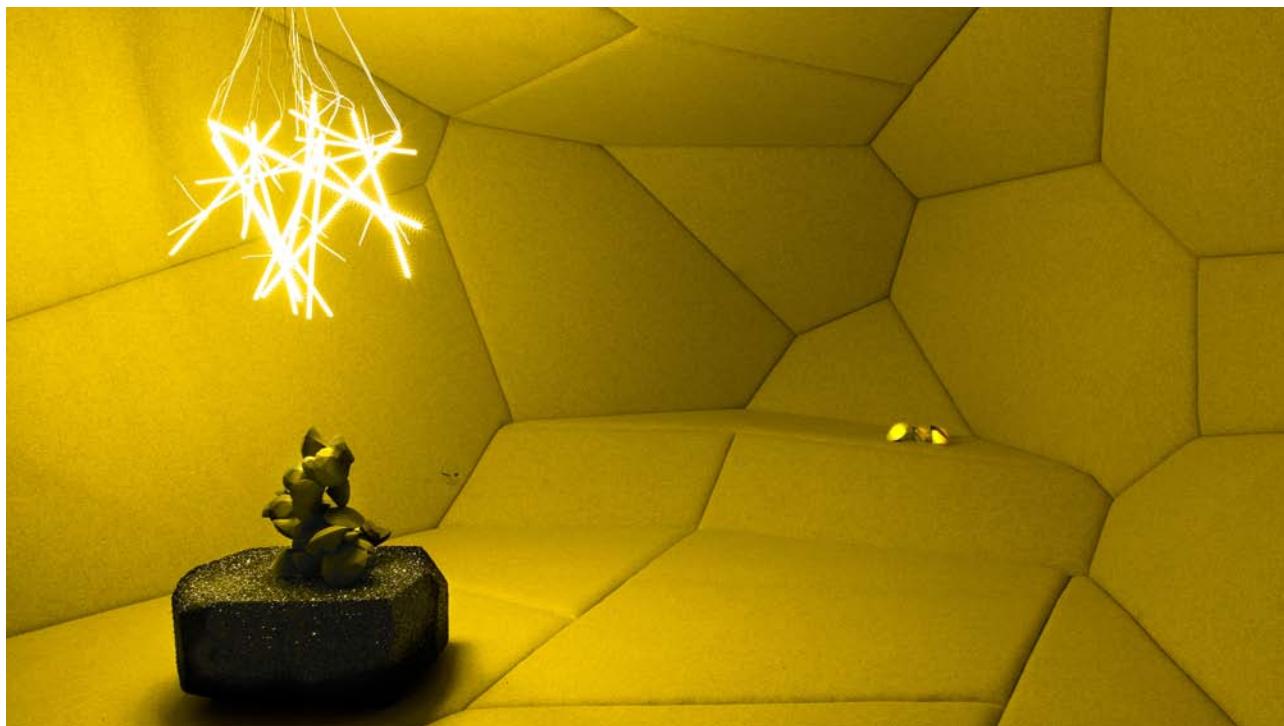
and they think it's great because they didn't pay you, or you think it's great because they put it on the window... But in the end, it is not great at all, and you have to look at it on the window, every day. But that's a part of a learning process.

WHAT DO YOU THINK, HOW DOES DESIGN INFLUENCE EVERYDAY LIFE?

In every way. In every moment, and in every section. Everything around you, what you have in your hands, or in your bag, everything you do. Somebody has, I don't want to say designed, engineered, but somebody was thinking of it, somebody was producing it, brought it to the market, somebody made you buy it or somebody did buy it and then gave it to you... and that is influencing your everyday life. Everything. I don't want to buy a cheap t-shirt, because then I have to buy five of them every year. I like to buy an expensive t-shirt. Not because it is an expensive brand, but because it's a good product, and a thing I like. And

that is a main difference. My mother says that only rich people can buy cheap things, because only they have enough money to buy it again and again... You can judge quality in many different ways. Design really makes an influence. When you take a product in your hands, which has been really thought through, and well made, it is great, you can see it. But it's rare, you know. When I design something, in that moment I want to believe it is a great thing, and not that it is junk. If you think it is junk, don't do this, change a profession. But not everybody is doing that. By making mistakes you're not just teaching the world, but you're also teaching yourself. The market is not very forgiving. I would say it is not forgiving at all. If you made a product, and it is not selling well, you're not getting paid - there is no chicken for the kid... Sometimes with a reason, sometimes without a reason. Unfortunately we don't know what is and what isn't

going to sell. Sometimes you don't know, if what we're making today is going to sell tomorrow, we don't know. Maybe, as I always say, every flower flowers in a different moment. For example, Charles Eames never made one billionth of the money that his grandson is making today. His chair was not selling so great when he was alive, it started selling when he was 70, and now it is selling... OK. If Herman Miller decided it was a bad design, they wouldn't make money, Charles Eames' grandson wouldn't make all his money, and we wouldn't know about it. But we do. Because, for some reason, it happened, and it propelled through the years and it has changed... We don't know, but there is some phenomenon right here, and everyone thinks they're going to have one. If you're not a royalty, it is very important for your future, for the future of my grandson, or my granddaughter, it is a part of our lives.





**SO, YOUR WORK IS THEN - THE PAST,
THE PRESENT AND THE FUTURE, ALL TOGETHER?**

Yes, yes...

DO YOU LIKE TO TRAVEL?

I love traveling. Traveling today is relatively easy, and you get to be in a different place with different people. We would have never met, and we would never meet if I wasn't coming here, if I wasn't invited to come. And it is great. Maybe we will stay best friends for a billion years, you never know, and maybe we will never see each other again, you can never tell, and it is the beauty of the world.

DO YOU HAVE A FAVORITE PLACE?

Yes, home. When I think about it, my favorite place is where I am. Even in the places I hate, I am positive by nature, and I always find something good. Even if something bad happens, I always manage to learn a lesson, for myself. My favorite place is where I am at the moment. And when I'm not there anymore, it can only be my favorite place when I'm there, and it is a contradiction...

**THANK YOU VERY MUCH FOR YOUR TIME,
IT WAS A PLEASURE TALKING TO YOU.**

It was great talking to you.

Ana NEŠIĆ ■